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This study focused on specific needs and interests of three minority groups (Blacks, Hispanics, and the elderly) as television audiences. The study was based on a survey of American television audiences, conducted by Ronald Frank and Marshall Greenberg for the Corporation for Public Broadcasting, to determine directions for television program content, production, scheduling, and promotion. The Frank and Greenberg study, which used audience interest segmentation analysis (a research approach that stratifies audiences along lines of common interests and needs rather than along the traditional lines of age, sex, ethnicity, socioeconomic status, and other demographic variables), identified 14 interest segments, or subgroups with relatively homogeneous patterns of leisure interests and activities. The present study found five of those interest segments to be highly relevant to the minority groups under consideration: (1) Money and Nature's Products; (2) Elderly Concerns; (3) Home and Community Centered; (4) Family Integrated Activities; and (5) Highly Diversified. This report analyzes those interest segments, describes minority group membership within the segments and discusses each of the three minorities as a separate audience with distinct patterns of media-related attitudes, interests, and behaviors, as identified by the interest segment analysis. (Author/MJL)

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A Report Prepared By

National Analysts
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April 1981

for

Office of Communication Research
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PREFACE

The research report represented here, *Attracting Minority Audiences to Public Television*, is the result of a minority audience segmentation analysis project conducted expressly for the Corporation for Public Broadcasting (CPB).

The data used in these analyses are the results of a CPB grant to Ronald E. Frank and Marshall G. Greenberg made in conjunction with the preparation of their book, *The Public's Use of Television: Who Watches and Why*. The analyses of the minority subsamples presented in this report are completely new and transcend, in depth and specificity, the levels of analyses contained in their earlier book.

Audience segmentation analysis refers to a research approach which focuses on audience stratification along lines of common interests and needs rather than along the traditional demographic lines of age, sex, ethnicity, socio-economic status, etc. The promise of this research approach lies in its potential for providing programmers with new tools for making programming decisions. Additionally, program schedulers and promotion directors should find that the results of this research contain much relevance for the development of effective strategies for targeting and attracting minority audiences to public television.

This research project represents the first effort initiated by the Office of Communication Research at CPB to address the problem of finding ways to "mainstream" minority audience programming interests into all public television programming. While this study makes no attempt to minimize the importance of minority programming needed by minority and general audiences alike, it does identify opportunities to attract minority audiences to the broad range of programming fare which is the hallmark of public television.

Howard A. Myrick, Ph.D.
Director, Office of
Communication Research

SUMMARY OF MAJOR FINDINGS

I. OBJECTIVES

This report was designed to assist the Corporation for Public Broadcasting in the development of strategies for increasing the PTV viewing among minority audiences. Following the approach developed by Ronald E. Frank and Marshall G. Greenberg in their recently published book, *The Public's Use of Television: Who Watches and Why,* the analysis compares the patterns of leisure interests and needs of minority viewers with viewers in the majority population and addresses the following issues:

Program content: Are minority interests and needs sufficiently different from those of the majority to suggest specially targeted programs to better serve them?

Program production: Do minority preferences concerning program style or format differ from general audience preferences? If so, how can these preferences be accommodated to attract more minority viewers to PTV?

Program scheduling and promotion: What strategies for scheduling and promotion would be most effective in increasing minority audiences for PTV?

II. RESEARCH METHODOLOGY

The findings reported here are based on a 1977 to 1978 survey of the United States television audience, funded by The John and Mary R. Markle Foundation with additional funding for minority subsample research from the Corporation for Public Broadcasting.

The survey data were obtained from a nationally representative sample of 2,476 respondents aged 13 and over living in households with one or more television sets. An additional subsample of 276 Hispanic respondents was drawn from 15 locations known to have high concentrations of Hispanics.

Based on their patterns of leisure interests and needs, each survey respondent was classified into one of the 14 interest segments listed below.

Adult Male Concentration	Mechanics and Outdoor Life
	Money and Nature's Products
	Family and Community Centered
Adult Female Concentration	Elderly Concerns
	Arts and Cultural Activities
	Home and Community Centered
	Family Integrated Activities
Youth Concentration	Competitive Sports and Science/ Engineering
	Athletic and Social Activities
	Indoor Games and Social Activities
Mixed	News and Information
	Detached
	Cosmopolitan Self-Enrichment
	Highly Diversified

Each of the 14 segments has been characterized by Frank and Greenberg in terms of their interests, the psychological needs satisfied by those interests, their demographics and their usage of television (both commercial and PTV) and other media (newspapers, magazines, books and radio).

The present study focused on an analysis of the minority composition (blacks, Hispanics and elderly) of these 14 interest groups with an eye toward identifying likely target audience segments for PTV, how to attract these segments and how to optimally schedule and promote programs directed toward them.

III. RESULTS AND CONCLUSIONS

Selected Target Segments

Five of Frank and Greenberg's 14 interest segments appear to offer the greatest potential for increasing minority viewing of PTV. They are:

1. Money and Nature's Products
2. Elderly Concerns
3. Home and Community Centered
4. Family Integrated Activities
5. Highly Diversified

Each segment contains a substantial number of at least one of the three minority groups. Interest segment analysis reveals the potential of these minority audiences to view more PTV than they view now, by examining their current patterns of interests, needs and viewing behavior.

1. ***Money and Nature's Products*** Older males with a higher proportion being rural and retired. Interests in passive activities that have some form of tangible return or product, such as fishing, hunting, investments. Low interest in active, physical activities like camping out and participant sports, as well as culturally upscale or abstract activities, including the classical arts, and international affairs. Somewhat complacent, but need interpersonal contact and support, especially from their families.

This segment constitutes 6 percent of the total population, and 43 percent of its members are aged 60 and older. In fact, 13 percent of the elderly population fall into this particular interest segment, second only to the Elderly Concerns and Detached segments.

The Money and Nature's Products segment, like most of the elderly people, are relatively light viewers of public television, despite somewhat above average in-home availability to watch it and above average exposure to commercial television.

Increased news and local events issues programs on PTV appear to provide the most promising opportunities for greater viewing by this segment. They tend to be oriented toward seeking information. If news and information programming were offered, particularly if it were geared toward financial problems of the elderly (e.g., retirement, social security, health care), it would have an excellent chance of attracting the elderly males in this segment to PTV. These viewers tend to have a politically and socially conservative bent and are also more inclined to favor programming that offers evaluation and analysis rather than pure informational content.

The presentation of such programming would be enhanced by the continued presence

of a single authoritative personality, a relatively mature male in his 50s or 60s, who would help to provide the social support and contact that these viewers seek.

The in-home availability of the Money and Nature's Products segment is comparable to the general population, except the former are more likely to be available during late weekday afternoons.

Program awareness targeted against this segment can be achieved by advertising in daily newspapers, especially the news, sports and business and real estate sections. They are relatively light users of radio and magazines (including *TV Guide*).

2. ***Elderly Concerns*** Oldest segment, high percentage of retirees, widowed, few children. Very few interests include religion, news and information. Focus on maintaining sense of social integration and belonging, in absence of direct interpersonal contact. Need to overcome loneliness and lift spirits. Low need for intellectual stimulation.

The Elderly Concerns segment constitutes 8 percent of the total population, 67 percent of its membership are aged 60 or older and 12 percent are black. It is predominantly female (71 percent) and includes 26 percent of the elderly population and 9 percent of the black population.

This segment, like the Money and Nature's Products segment, has a relatively high in-home availability. They watch more than an average amount of television, but are light viewers of PTV (70 percent never watch).

They too appear to be interested in certain types of informational PTV programming (news and local programs), especially regarding issues that concern the elderly. Once again, their interest would probably be enhanced by a format that offered commentary and analysis, as opposed to mere presentation of the news.

These people are also attracted to dramas, soap operas, game shows, religious programming, talk shows and variety entertainment.

A key factor in gaining viewership from this segment is the ability to provide a continuity and familiarity of format and personalities from show to show. The presence of non-threatening, familiar hosts appears to satisfy their needs for vicarious participation in a kind of "extended family" and for social integration and acceptance. With this element present, members of the Elderly Concerns segment can be attracted to view a variety of program content areas. The potential for attracting them into the PTV audience should be quite high.

Members of the Elderly Concerns segment are at home and view television well above the average during weekday mornings and afternoons.

They are relatively light users of radio and magazines, but are average in newspaper readership. The sections they read above or near average are news, gardening and cooking.

3. ***Home and Community Centered*** Adult females with a relatively high percentage of married homemakers. Home and local community interests. Highest needs for family ties and understanding others. Lowest needs for intellectual stimulation and for unique/creative accomplishment.

This segment comprising eight percent of the total population, is made up of 12 percent blacks, 3 percent Hispanics and 23 percent elderly. Included are 8 percent of all blacks, nine percent of all Hispanics and nine percent of the elderly. It also contains a rel-

atively high percentage of homemakers with children. Their black membership is comprised primarily of urban, low income women, many of whom have children. Most are high school graduates and more than half have attended college. Their average age (34) is ten years younger than that of the segment as a whole. They are concentrated in the Midwest and the South.

They have a somewhat above average number of daily viewers of PTV, but 49 percent of this segment reports never watching it. This indicates an opportunity to further penetrate this group given the acceptance of PTV among many in the segment.

The Home and Community Centered segment, like the preceding two groups, is interested in news and local topics, but also shows the potential to be attracted to educational and specialized interest programs.

It appears that this segment could be attracted to PTV by programming addressed to young children or by programming that satisfies the needs of this group of relatively young adults for social integration. They show exceptionally high viewership of soap operas, religious programs, game shows and talk shows. If PTV could satisfy the needs of this group for social integration in a manner consistent with its commitment to quality programming, this segment reflects a high potential for shifting its viewing from commercial to public broadcasting.

As indicated by their current viewing behavior, the Home and Community Centered segment tends to spend much of their weekday time at home with relatively heavy television viewing. They view less than average amounts of television on weekends.

Their patterns of other media use are distinctive primarily due to heavy newspaper readership, where they are light readers of world news and heavy readers of sections such as gardening, cooking, advertising, social news and personal advice. Women's service magazines are their favorites.

4. ***Family Integrated Activities*** High percentage of adult women with young children. Strong interest in home and in family interactive activities with emphasis on household activities and management and indoor games. High need for family ties. Presence of children influences adult interest patterns.

This segment, the largest of all, comprises ten percent of the total population. While it contains lower percentages of minority populations than some of the other segments, with 4 percent black, 4 percent Hispanics and only 8 percent elderly, its large size and audience characteristics make it an attractive target for PTV. They are largely female (87 percent), married (81 percent), and mothers (75 percent have children).

Like the Home and Community Centered group, the Family Integrated Activities segment includes a relatively high percentage of daily PTV viewers and a large percentage of non-viewers. Consistent with their family orientation, they report especially high interest levels in seeing educational and children's programming on PTV as well as special interest programming.

This segment appears to use television as a means of furthering the intellectual and social development of young children, and they often view television with their children as a means of bringing the family together and strengthening family ties.

They could be attracted not only to programs with a clear educational mission, but also to nonviolent dramas with a family focus. Such program types have attracted them to

both commercial broadcasting and PTV in the past and appear to have substantial potential for significant increased viewing of PTV.

While the members of the Family Integrated Activities segment report above average in-home availability during weekdays, they do not exhibit above average television viewing during the daytime hours. Their viewing hours conform to those of the general population with some increase on Sunday nights from 9:00 p.m. to 11:00 p.m.

This segment shows exceptionally high usage of radio during weekdays (pop, rock or top hits) and relatively high newspaper readership. They are light in news readership, but heavy in the same types of features that appeal to the Home and Community Centered segment: gardening, cooking, social news, advertising and personal advice. They have the highest readership of women's service magazines of any segment.

5. ***Highly Diversified*** Southern, black adults with children. Broad range of interests, especially those permitting personal participation with family and/or other informal small group settings. High need for intellectual stimulation and growth.

This segment, comprising 8 percent of the total population, has a larger percentage of blacks (33 percent) than does any other and also contains 7 percent Hispanics. In fact, 24 percent of all blacks are included in this segment along with 13 percent of all Hispanics.

The Highly Diversified group, with its large minority component, tend to be relatively heavy viewers of television in general and PTV in particular, with 30 percent watching PTV at least once a week. Yet, 45 percent report never watching public television. As a group that is generally familiar with and receptive to PTV, there is real potential for increasing the viewing frequency among viewers and hopefully for further penetrating the segment by attracting those who do not currently watch.

Because of the diverse interests of this segment's members, there are a variety of ways to attract them into the viewing audience. They express above average interest in educational, news, children's and "special interest" programs and almost every other kind of program offered. Because these people are also heavy viewers of commercial television, PTV is in constant competition with commercial broadcasters for their attention.

It would appear that increased PTV viewing among this segment could be obtained by offering programs that encourage family viewing and combine the elements of entertainment with intellectual stimulation and growth.

The key elements of such programming might include a serious (but not necessarily heavy) dramatic treatment of family life in which blacks and/or Hispanics are portrayed in strong roles. Since this segment watches such a wide variety of television, it is especially important to schedule programs targeted toward reaching them at times when they are likely to be easily diverted from commercial offerings.

The Highly Diversified Segment has a pattern of in-home availability comparable to the general population, but spends more time watching television. They turn the set on earlier during weeknights and watch more on weekends also.

Creating awareness of programs can be achieved through several media. This segment uses radio very heavily (including public radio), has moderate readership of newspapers, and exceptionally heavy magazine readership -- especially black magazines. They also rely heavily on *TV Guide* as a source of information about television.

CHAPTER I

INTRODUCTION

A. Research Objectives

This report was designed to provide the Corporation for Public Broadcasting with an analysis of the specific needs and interests of three minority groups--namely blacks, Hispanics and the elderly--as television audiences. The purpose of the analysis was to determine whether these minorities varied from the majority population in three basic areas:

Program content: Are minority interests and needs significantly different from those of the majority television audience, implying the utility of specially targeted programs to better serve them?

Program production: Do blacks, Hispanics and the elderly differ from the general television audience in their preferences concerning program *style* or *format;* i.e., what are the best vehicles for delivering pertinent content to minority audiences?

Program scheduling and promotion: What strategies of scheduling and promotion would be most appropriate for attracting minority audiences to programs especially intended for them?

B. Areas of Inquiry

To answer the Corporation for Public Broadcasting's basic questions of serving minority audience needs, examination of a number of specific areas of inquiry is required, including the following:

What "secondary" demographic features characterize these minority groups--e.g., might an ethnic minority have a distinctive age distribution which interacts with, or supercedes, ethnicity in relation to viewing needs and interests?

What activities and subjects are of greatest interest to blacks, Hispanics and the elderly--regardless of whether these interests are reflected in current television programming?

Are major audience interest areas sufficiently shared across demographic groups to permit programming strategies keyed to demographically diverse "interest groups"?

What needs motivate the pursuit of interests within the minority groups and, in particular, what sorts of motivations underlie current television use by blacks, Hispanics and the elderly?

What general types of new programs might the three minority audiences be expected to prefer--as inferred from prior program selection patterns, interest in increasing certain varieties of shows on television, and response to new program concepts? Again, how do these preferences compare to those of the "mainstream"?

How might CPB attract more minority viewers to public television stations in general, based on minority members' current patterns of public television use and current attitudes toward public television programming?

How should public television programming for minorities and others be funded, in the opinion of the audience members themselves?

What do general patterns of minority media usage suggest for effective scheduling and promotion of public television shows intended for minorities? For example, do minority audiences differ from the general population with respect to the times they normally watch TV, or are they home to watch TV if they so choose? Does their usage of other media suggest obvious vehicles for new program promotion? Finally, do the contexts in which minority members tend to select television programs suggest special promotional themes?

The answers to these questions, as presented in the pages that follow, are intended to provide the reader with a "fleshed-out" portrait of each of the three minority audiences--including commonalities as well as variations, both internally and relative to the population at large.

C. Research Method and Analytical Framework

1. ***Overview of the research approach*** The findings reported here are based on a 1977 to 1978 survey of the United States television audience, which was sponsored by the John and Mary R. Markle Foundation, with additional funding from the Corporation for Public Broadcasting. The study was the joint product of Professor Ronald Frank of the Wharton School and Marshall Greenberg of National Analysts (with National Analysts assuming responsibility for sampling, data collection and tabulation), and is described in detail in their book *The Public's Use of Television: Who Watches and Why.** This research went beyond traditional demographic analyses as a means of understanding the range of television use behaviors, and looked for patterns of interests and needs which might underlie such behaviors.

Respondents were presented with a list of 139 "interest items" and 59 "need-satisfaction items." The interest item battery was a list of leisure activities and subjects for which each respondent was to indicate his or her personal level of interest. The need-satisfaction battery then required the respondent to indicate the relative importance of various social, psychological, intellectual and even physical needs in determining his or her particular interests. Factor analysis techniques were then applied to each battery of items to derive "factors" (summary dimensions) underlying the various items, as defined by patterns of inter-item correlation.

In the audience segmentation approach employed in this research, respondents were then grouped, or "segmented," on the basis of their "factor scores" on the resultant interest factors. The 14 interest segments which emerged are described at the end of this chapter, while the nine need factors are defined in Appendix A.

2. ***Sampling*** The original sample of 2,476 respondents was based on "an area probability sample drawn to permit the projection of results to the entire population of the coterminous United States, aged 13 and over, living in households with one or more television sets."* A complete description of National Analysts' national multistage stratified sampling frame is provided in Appendix A of *The Public's Use of Television.*

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*Ronald E. Frank and Marshall G. Greenberg, *The Public's Use of Television: Who Watches and Why,* (Beverly Hills: Sage Publications, 1980). Interested readers are referred to this book for a more detailed description of the research procedures described here.

*Frank and Greenberg, *op. cit. pp. 32 to 33*

In order to obtain a sufficiently large sample of blacks for purposes of data analysis, variable sampling rates were employed at the end of the multistage sampling process. Within the geographical areas selected as part of the sample, area segments (e.g., blocks) with relatively high proportions of black households were sampled at higher rates than others. At the data processing stage, a weighting model was implemented to bring the representation of blacks into balance with the total population.

It was necessary to supplement the 69 Hispanic respondents obtained in the probability sample with a quota sample of 276 Hispanic respondents from 15 locations with relatively high concentrations of Hispanics. Because of the use of quota sampling methods in acquiring them, these 276 were excluded from the total weighted probability sample, and a separate analysis of the Hispanics as a group was based on unweighted responses from all 345 Hispanic respondents.

3. ***The interest segments*** The end goal of the interest segmentation process was to classify respondents into what Frank and Greenberg refer to as "subgroups that would be relatively homogeneous with respect to their patterns of leisure interests and activities."* The probability sample was so classified by means of the Howard-Harris cluster analysis procedure, which groups respondents on the basis of their factor scores so that factor score patterns *across* clusters are as different as possible in relation to differences *within* clusters.

The quota sample of 276 Hispanics was excluded from the normal segmentation process. These respondents were assigned to the 14 interest segments by means of discriminant analysis, a procedure which utilizes a discriminant function (i.e., a regression equation with group membership as its dependent variable) to optimally predict the group membership for each member of a given sample. In this case, the predictions were a function of individual interest factor scores.

Exhibit I-1 provides brief sketches of the 14 interest segments and shows their distribution within the total sample. The segments range in size from ten percent of the total accounted for by people with primary interests in "Family Integrated Activities" to four percent or five percent falling within the segments associated with "Athletic and Social Activities," "Indoor Games and Social Activities" and "News and Information."

Each of the 14 interest segments is described not only in a segment with respect to the types of leisure interests that define it, but also in terms of needs and demographic features which are disproportionately represented within it. Because of such patterns of demographic concentration, the segments are organized into four "supra" categories -- "Adult Male Concentration," "Adult Female Concentration," "Youth Concentration" and "Mixed" -- reflecting the characteristic age and sex of their members.

Table I-1 shows minority membership within the interest segments. The extent and nature of minority membership vary considerably from segment to segment. For example, the elderly (defined as 60 years old or older) constitute nearly half the Money and Nature's Products segment, but only about one-fifth of the population at large. Similarly, within the Highly Diversified and Indoor Games and Social Activities segments, the representation of blacks and Hispanics, respectively, is three times as heavy as in the total population. Three interest segments -- Money and Nature's Products, Elderly Concerns, and Detached -- are primarily composed of minority members.

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* Frank and Greenberg, *op. cit. p. 49*

While certain interests and certain demographic characteristics tend to be related, it is also evident that demography need not be destiny in this respect; it is certainly inappropriate to conceive of a particular demographic group as nothing more than a monolithic mass, undifferentiated in terms of interests, attitudes and media behaviors. Although one might speak in terms of "the" black audience, for example, we are really dealing with a number of distinctive black *audiences*. Analysis of interest segments most heavily represented within the four demographic minority categories can enhance understanding of audience attitudes and behaviors; it can also formulate more precisely focused strategies with which to reach them.

For these reasons, this report encompasses two analytical approaches: Chapter II discusses each of the three minorities as a separate audience -- characterized, and perhaps distinguished, by certain patterns of media-related attitudes, interests and behaviors; Chapter III turns to a more in-depth and broader analysis of those interest segments of greatest strategic importance in increasing minority viewership of public television.

Exhibit I-1
INTEREST SEGMENT SKETCHES AND DISTRIBUTION WITHIN THE TOTAL SAMPLE

INTEREST SEGMENT	Percent of Total
Adult Male Concentration	
MECHANICS AND OUTDOOR LIFE Young adult, blue-collar males whose interests focus on noncompetitive activities emphasizing personal, physical accomplishment such as auto repair, fishing, camping; interests which, by their very nature, do not require emphasis on interpersonal cooperation or support. High on needs for escape and unique/creative accomplishment.	8
MONEY AND NATURE'S PRODUCTS Older males with a higher proportion being rural and retired. Interests in passive activities that have some form of tangible return or product--fishing, hunting, investments. Low interest in active, physical activities like camping out and participant sports, as well as culturally upscale or abstract activities such as classical arts, international affairs. Somewhat complacent, but need interpersonal contact and support, especially from their families.	6
FAMILY AND COMMUNITY CENTERED Employed, blue or/white-collar adult males. Married, living in non-metropolitan areas. Broad interests, including outdoor activities, investments, home and community centered activities as well as religion. Very strong need for family ties.	6
Adult Female Concentration	
ELDERLY CONCERNS Oldest segment, high percentage of retirees, widowed, few children. Very few interests include religion and news and information. Focus on maintaining sense of social integration and belonging in absence of direct interpersonal contact. Need to overcome loneliness and lift spirits. Low needs for intellectual stimulation.	8
ARTS AND CULTURAL ACTIVITIES Highly educated, adult women in households with manager or professional as head. Broad range of intellectual and cultural interests, especially classical arts. Low interest in household activities and management. High needs for intellectual stimulation and growth and for understanding others, with low needs for status enhancement or escape.	9
HOME AND COMMUNITY CENTERED Adult females, with a relatively high percentage of married homemakers. Home and local community interests. Highest needs for family ties and understanding others. Lowest needs for intellectual stimulation and for unique/creative accomplishment.	8

Exhibit I-1
(Continued)

INTEREST SEGMENT	Percent of Total
FAMILY INTEGRATED ACTIVITIES High percentage of adult women with young children. Strong interest in home and in family interactive activities--household activities and management, and indoor games. High need for family ties. Presence of children influences adult interest patterns.	10
Youth Concentration	
COMPETITIVE SPORTS AND SCIENCE/ENGINEERING Teenage male students with interests in male-associated mechanical activities and competitive athletics. Avoidance of female-oriented subjects and interests. High on needs for unique/creative accomplishment, intellectual stimulation and growth, status enhancement and escape from boredom. Low needs for understanding others and for greater self-acceptance.	6
ATHLETIC AND SOCIAL ACTIVITIES Teenage females from high-income families. The youngest of all the segments. Interests in active, away-from-home, face-to-face activities. High needs to escape from problems and to be socially stimulating. Low needs for family ties.	4
INDOOR GAMES AND SOCIAL ACTIVITIES Young, low-income females. Interest in activities, especially indoor games. Low interest in most subject matter areas. Nonintellectual. High needs for status enhancement and the need to be socially stimulating.	4
Mixed	
NEWS AND INFORMATION Passive interests related to keeping informed on a broad range of subjects and activities. Needs are focused on being socially stimulating and maintaining family ties.	5
DETACHED Low socioeconomic profile. Extremely few interests and activities and few psychological needs satisfied by them. Low scores on needs related to both intellectual stimulation and interpersonal contact and support.	9
COSMOPOLITAN SELF-ENRICHMENT Extremely high socioeconomic profile. Diverse pattern of intellectual and cultural interests. Physically active. High needs for intellectual stimulation, unique/creative accomplishment and understanding others. Low needs for status enhancement and for escape from boredom.	8
HIGHLY DIVERSIFIED Southern, black adults with children. Broad range of interests, especially those permitting personal participation with family and/or other informal small group settings. High need for intellectual stimulation and growth.	

N = (2,476)

Table I-1

MINORITY DISTRIBUTIONS ACROSS INTEREST SEGMENTS

Percent:	Total	Mechanics and Outdoor Life	Money and Nature's Products	Family and Community Centered	Elderly Concerns	Arts and Cultural Activities	Home and Community Centered	Family Integrated Activities
Black	11	2	7	6	12	10	12	4
Hispanic	4	–	1	–	3	4	3	4
Elderly (60 and Older)	20	5	43	30	67	24	23	8
n =	(2,476)	(182)	(162)	(190)	(185)	(166)	(199)	(189)

	Total	Competitive Sports and Science/ Engineering	Athletic and Social Activities	Indoor Games and Social Activities	News and Information	Detached	Cosmopolitan Self-Enrichment	Highly Diversified
Black	11	8	4	21	13	19	2	33
Hispanic	4	3	6	12	2	5	8	7
Elderly (60 and Older)	20	1	–	–	27	33	4	9
Approximate n	(2,476)	(188)	(131)	(144)	(149)	(232)	(133)	(226)

CHAPTER II

MINORITY SEGMENT ANALYSIS*

A. The Black Audience

1. *Demographic profile*

The black population is demographically distinctive in several respects. Blacks are, for example, considerably less likely than others to be presently married and to reside in Northeastern or Western states. They are more concentrated in the South (63 percent in contrast to 35 percent of the total sample) and in central city areas (48 percent versus 24 percent). Their mean family income for 1977 appears to be substantially lower, primarily because of their above average representation in the under $5,000 category, and their below average representation in the $25,000 or more bracket (Table II-1).

In other respects, the black television audience seems demographically comparable to the population at large. Whether it is also similar in its requirements as an audience is the subject of the next section.

2. *Program content issues*

Interest segmentation As Table I-1 indicated, blacks are disproportionately represented within the Highly Diversified and Detached segments, as well as within the smaller Indoor Games and Social Activities segment.

Conversely, Table II-2 shows that the black audience tends to be most *concentrated* within the Highly Diversified and Detached segments (24 percent and 16 percent, respectively) and unusually low in Mechanics and Outdoor Life and Family Integrated Activities memberships. Because of its small size, the Indoor Games and Social Activities segment, although 21 percent black, accounts for a fairly modest 8 percent of the black audience. Thus, it falls into a "second tier" of interest segments as defined by size within the black minority, comparable in rank to Elderly Concerns, Arts and Cultural Activities, and Home and Community Centered.

The determination of critical interest segments for the minorities in question here, involves other considerations besides sheer segment size and composition. For the purposes of increasing minority viewership significantly, other segment characteristics, such as current use of public television and receptiveness to various types of programming, must be considered as well. Chapter III will explain why and how three segments -- Highly Diversified, Elderly Concerns, and Home and Community Centered -- might best be focused on to increase black viewership.

Needs motivating interests It is striking that the needs for which blacks score especially high are so similar to the low scoring needs of the total sample. The highest mean factor scores for blacks are greater self-acceptance intellectual stimulation, and growth and status enhancement (a negative factor) -- at .23, .17 and −.18, respectively. The corresponding factor scores for the total sample are only −.02, .02 and .10 respectively. (Table II-3)

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*To avoid impeding the reader's progress with excessive documentation, less critical tables pertaining to this chapter have been placed in Appendix A.

The pursuit of interests within the black segment thus might be said to involve an above average need to increase self-respect and self-confidence through impressing others or otherwise enhancing feelings of self-worth. The need for intellectual stimulation and growth may be seen as a vehicle for supporting such feelings. In some contexts, the act of viewing a particularly fashionable or intellectually stimulating television program might have status and confidence enhancement potential.

Reasons for watching television The reasons blacks and others give for watching TV are generally similar, nevertheless. For blacks as well as the total sample, the reasons rated most common concern special interest in a particular program (an old favorite or one that the respondent just "heard a lot about"), or on the other hand, sheer enjoyment of watching as a pastime in itself--almost regardless of program content, saying "...just because I feel like watching TV;" "...just because it is a pleasant way to spend the evening" (Table II-4).

Blacks are more likely to claim that they *usually* watch TV "just because..." than other viewers are. Viewing, however, just for the sake of watching or for a pleasant evening pastime, are both reasons considered "usual" by roughly one-third of all blacks. Yet blacks also report more common use of the television as a learning tool: roughly one in four usually watches in order to learn something, nearly twice the proportion found in the total sample. The first tendency suggests passivity, whereas the second testifies to an active audience seeking to use television as a means of personal growth and expanding horizons.

3. *Program production issues*

Television show selection Table II-5 indicates that blacks tend to be substantially heavier viewers of virtually all types of television shows except documentaries and daily news shows. Among blacks and others, situation comedies are the type of program most frequently viewed, followed (at a substantial distance) by crime dramas, but these two program formats are still more popular among blacks than within the population at large. The average black respondent reported about ten more situation comedies and four more crime dramas per month than the total sample mean.

Certain program categories, on the other hand, such as situation comedies, include more explicitly black-oriented shows than others. Table II-6 shows that blacks are considerably heavier viewers of shows featuring black performers and black issues than are non-blacks. This is, however, especially true of programs other than situation comedies -- such as *Soul Train* and *Black Perspective on the News*.

If we subtract the viewing occasions for the black shows (as in Table II-7), the results indicate that explicitly black-oriented programs heavily influence the greater popularity of the news/commentary and variety formats among blacks as compared to the general population; with the black-oriented programs removed, the total and black viewing rates are virtually identical for these formats. The extent to which black exceeds white viewership in terms of situation comedies and (especially) musical performances also drops substantially, but not to the point of equalization as for the other formats, and situation comedies remain the most popular program format by far among black viewers.

In summary, blacks prefer the same types of shows as non-blacks, situation comedies and crime dramas, in particular. They also tend to watch most types of shows more often than non-blacks do. A focus on black performers or issues contributes to program popularity within the black audience, but that alone cannot explain that audience's preferences for certain types of shows.

Public television -- audience use and related attitudes By their own report, blacks watch public television about as often as, or perhaps slightly more often than, the general population -- at least at a rather gross level involving days as the basic unit of measurement. Blacks generally, on the other hand, tend to be more frequent viewers of television generally (averaging 46 hours per week, versus 36 hours for the total population). This tendency, plus the report that 46 percent of all blacks "never" watch public television, suggests blacks as a group from which public television might expand its audience base. (Table II-8)

Blacks do not differ notably from the general public television audience in terms of their usual viewing hours. About one-fifth of all blacks and one-quarter of the total sample most often watch public television during prime time, from 7:00 p.m. to 11:00 p.m.

The most impressive result of respondent ratings of commercial and public television programming is the stubborn consistency of the ratings-regardless of the type of television being rated, the attribute dimension in question, or respondent race. Whether the issue be fun, have informational value, or taste, mean ratings by both blacks and the total sample, hover slightly toward the positive end of the six-point scale for both public and commercial TV. The greatest difference between public and commercial ratings is a range of 4.4 to 3.5, reflecting the total sample's greater confidence in the educational value of public television. (Table II-9)

The similarity of the ratings is an important finding in itself. Public television is apparently not burdened with an overly serious or didactic image in comparison with its commercial counterpart; neither is it perceived as outstanding enough to rise above the lukewarm performance ratings accorded the commercial channels.

There is a clear tendency for blacks to rate commercial TV more favorably than public TV. In particular, they see commercial TV as more fun, "for me," and more exciting.

Financial supporters of public television are about as common within the black minority as elsewhere, with nine percent of all blacks reporting a contribution. As alternative sources of support for public television, blacks favor commercials between public television programs or federal tax dollars. When compared to the general sample, the black segment shows somewhat less enthusiasm for commercials and greater enthusiasm for the use of federal taxes. The least acceptable alternative for blacks and others is the television set tax. (Table II-10)

Interests in new shows Blacks appear to look toward public television as a source of information and education. The types of shows they would most welcome in greater frequency on public television are: educational programs, news programs, children's programs, programs about local issues, and "programs appealing to certain kinds of people (i.e., women, blacks, Spanish-speaking, older people, etc.)." Over half the black respondents said that they would be "somewhat" to "very" interested in seeing each of these five types of shows more often. (Table II-11)

Compared to the total sample, the black segment shows a greater inclination to be at least "somewhat" interested in more programs appealing to "certain kinds of people" or children, while it displays below-average enthusiasm for programs focusing on specific interest areas ("i.e., home gardening, tennis, the stock market, etc.").

The need for a source of information and guidance in coping with a changing social environment is suggested by black interest ratings of verbal descriptions of possible new shows for public television. The highest percentages of "quite" or "extremely" interested

ratings were accorded to "Woman's Place," an exploration of the role of women in today's society (58 percent of all blacks), and "Your Retirement Dollar," a practical program in financial planning (56 percent) (Table II-12).

Black interest levels are most inclined to surpass those of non-blacks in response to programs involving controversial social issues, such as "Women's Place" and "Habit" (a series based on a recent conflict within the Catholic church). There was also a high degree of interest expressed by both blacks and non-blacks in "Sportlight." The black segment demonstrated less interest in country music programs ("Just Plain Country") than other respondents did.

4. *Program scheduling and promotion**

Program scheduling For the sake of program scheduling, black patterns of in-home availability are comparable to the general population's, with availability highest during weeknights and lowest during weekdays. Accordingly, most viewing for both blacks and others takes place weekday evenings, although among blacks such weeknight viewing is less concentrated within the 8:00 to 10:00 span. Blacks also watch more morning TV and more Saturday TV than do others.

Program promotion One obstacle to attracting blacks, as well as others, to public television, is the importance of habit or program familiarity in the process of program selection; both blacks and non-blacks are more likely to watch certain shows because they have enjoyed them in the past than for any other reason. Still, program listings in various types of television guides, as well as advertisements on TV, are also reported by blacks and viewers generally to be fairly influential.

Blacks share similar habits of radio listening with the general population; they average almost three hours of listening on a typical weekday and about two hours on a Saturday or Sunday. They tend to listen to both AM and FM stations, and exhibit a preference for contemporary music type programs. Within the contemporary music category, however, musical varieties such as disco, jazz, and rhythm and blues are much more prominent in black patterns of radio listening. Not surprisingly, listening to black programming is far more common among blacks than in other groups. Within this minority, such programs are comparable or superior to any other type of show in terms of popularity. Public radio listenership is very low among blacks, as it is among the general population.

The print media provide other advertising and promotional possibilities. Blacks closely conform to the general population in terms of general readership patterns, daily newspapers and magazines each being read on a regular basis by about 80 percent and Sunday papers by 70 percent. Black preferences in newspaper content also appear to follow the mainstream's, based on a more regular reading of the local news section (followed by world and national news) than any other in both populations. The availability of specifically targeted "black" periodicals makes the black minority unique as a magazine audience, however. General interest magazines (e.g., *People, Reader's Digest, TV Guide*) and those within the "women's service" class (most women's magazines, excepting fashion) are far and away the most popular with the general public: whereas, within the black segment, both types are exceeded in popularity by special black publications. Of all publications, however, *TV Guide* is of special importance to blacks and non-blacks alike; it is the

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* See tables in Appendix A for supporting data.

single most frequently consulted television program directory within the black minority and without.

B. The Hispanic Audience

1. *Demographic profile*

The demographic profile of the Hispanic portion of our sample is quite different from the overall profile of the total probability sample. For one thing, the Hispanic subsample consists of much larger porportions of young, single people; over 60 percent are under 35 and over one-third are single. Most of them have children living at home: 57 percent, versus 46 percent of the total sample (Table II-13).

Reflecting our quota sampling techniques to some extent, the Hispanic segment is under-represented in the Central and Southern regions, and concentrated in the West and in especially central city areas. Hispanic family incomes are below average--most are clustered within the $5,000 to $14,999 range--and other socio-economic indicators such as occupation and education suggest a relatively downscale status. Such indicators, however, may be distorted in this case, owing to the atypical age distribution of the Hispanic sample. Generalization from this sample to the universe of all Hispanics within the U.S. is, of course, restricted because most Hispanic respondents were obtained through quota sampling techniques.

2. *Program content issues*

Interest segmentation The interest segments with the highest proportions of Hispanics are Indoor Games and Social Activities, and Cosmopolitan Self-Enrichment (as was evidenced by Table I-1), but it is the Detached and Highly Diversified segments which constitute the largest proportions of the Hispanic sample. Other sizable segments (in the 8 percent to 11 percent range) include: Competitive Sports and Science/Engineering, Home and Community Centered, Arts and Cultural Activities, Family Integrated Activities, and Athletic and Social Activities. Chapter III will describe the selection and use of three of these segments--the Highly Diversified, Home and Community Centered, and Family Integrated Activities--as target groups for increasing public television's Hispanic audience (Table II-14).

Needs motivating interests Despite the Hispanic sample's demographic distinctiveness, its need factor scores conform very closely to those of the total sample. Hispanics score highest on the need for intellectual stimulation and growth and lowest on the need to be socially stimulating. Compared to other respondent subgroups (e.g., the black minority or the interest segments) however, the Hispanics display relatively little discrimination among the need factors (Table II-15).

Reasons for watching television Hispanics, like other viewers, are most likely to explain their use of television in terms of two basic motivations: a desire to see a specific program based on past viewing or word-of-mouth recommendations, and a more general desire to engage in watching as a pleasant activity in its own right or a pleasant way to spend an evening. Like blacks however, Hispanic viewers are much more likely than the general population to cite the reasons of the second sort. This tendency suggests that the extent of viewing within these minorities may result from financial or other situational constraints which restrict access to alternative leisure activities within these groups (Table II-16).

3. *Program production issues*

In most program categories the incidence of Hispanic viewing is comparable to, or greater than, the level of general audience viewing. The Hispanic audience is particularly more inclined toward situation comedies, crime dramas and movies in comparison with the general audience (Table II-17).

Hispanics are below average viewers of news/commentary programs and daily news shows. This tendency, however, might be better understood in light of Hispanics' below average viewing of talk shows and above average patronage of "action" programs (including adventures as well as crime dramas). Current viewing behavior within the Hispanic segment may present a somewhat distorted picture of its members' ultimate viewing preferences, since current program selection probably reflects some avoidance of more intensively "verbal" shows which demand greater English fluency on the part of the audience.

Public television-audience use and related attitudes Hispanic viewers who, as a group, are about average in terms of overall frequency of television use, also conform to the general population with respect to frequency of public television use. That means almost half of them never use public television and roughly one-fourth watch it once a week or more (Table II-18).

Relative to the general viewing audience, however, public television viewing within the Hispanic segment is skewed more toward the morning hours and away from prime time. This pattern apparently reflects the Hispanic minority's above average viewing of children's shows on the one hand, and action shows on the other.

Hispanic attitudes toward commercial television are very similar to those held by the general public, but among Hispanics public television's image seems to suffer by comparison. Although public television earns good marks for its traditional strengths, such as educational value, when it comes to dimensions such as degree of excitement, variety, interest or "fun," Hispanics rated public television slightly, but consistently, lower than its commercial counterpart.

They were also less inclined to agree that public television is "for me." Again, it is not clear to what extent audience language barriers and variations in program study (i.e., importance of verbal content) may have combined to influence these findings (Table II-19).

The proportion of Hispanics who make contribution to public television roughly matches the proportion of donors within the population at large. Hispanics have very different preferences concerning alternative means of funding. They are more inclined than others to favor the use of federal taxes or state government funding, while substantially less receptive to the introduction of commercials or income tax checkoffs (Table II-20).

Interest in new shows Like other viewers, Hispanics are especially interested in seeing more educational and news programs on public television. Hispanic interest in additional news shows, despite infrequent news viewing within the Hispanic segment currently, suggests that Hispanics have certain special needs in terms of news coverage which are not being met at present (Table II-21).

Programs focusing on special interests are a less popular concept with the Hispanic audience than elsewhere, but programs targeted toward "certain kinds of people" (i.e., women, blacks, Spanish-speaking, older people) seem more appealing to Hispanics than to the general population. (This pattern mimics tendencies in the black audience.) Fairly high levels of interest in various kinds of programs, ranging from commercial television

types to programs about local events and issues, suggests that such minority-focused programming might be approached from a number of different perspectives.

In response to the specific program descriptions with which they were presented, the Hispanic audience showed considerably stronger interest than the audience at large in "Sportlight" (a weekly 90-minute program of amateur sports with commentary, the favorite within the Hispanic segment) and "Habit." The latter program may have particular appeal for this segment because of its basis in recent developments within the Catholic church. Other concepts arousing almost as much interest within the Hispanic sample (i.e., approximately 50 percent "quite" or "extremely" interested) included more traditional educational/informational prototypes -- especially "Your Retirement Dollar" and "The Fertile Crescent" (a historical-archaeological program).

4. *Program Scheduling and Promotion**

Program scheduling In their schedules of in-home availability and television viewing, Hispanics are generally similar to the larger population, with only minor exceptions. One distinction is that, like blacks, they are above average viewers of early evening television (only during the 7:00 p.m. to 8:00 p.m. hour in their case). In addition, they appear to be consistently heavier viewers during the 10:00 p.m. to 11:00 p.m. slot throughout the week.

Program promotion Processes of television program selection, as well as general patterns of media use, are basically similar for Hispanics and others. Advertising and promotional strategies targeted at the Hispanic audience do require some special considerations, however.

In terms of radio consumption, Hispanics are relatively less frequent users of FM stations when compared to the total population. Concerning preferences in radio program formats, they are substantial -- and, of course, above average -- consumers of Spanish programming. Even so, Hispanics prefer certain contemporary music formats, such as popular music, disco, and the top hits of the week, more than any other type of programming.

But it is in its use of print media that the Hispanic audience is most distinctive. From Monday through Friday, Hispanics average roughly one less day of newspaper reading than the general population, and in any given week they are less likely than others to read Sunday newspaper supplements or local weekly newspapers. Accordingly, Hispanics would seem less frequent readers of virtually any section of the newspaper, and they are markedly less inclined toward certain types of "soft" news or "non-news" catering to specific interests (e.g., the editorial pages, the gardening section, social news), relative to the total population.

Regular magazine readership is also less widespread within the Hispanic minority than within the general population. Still, Hispanic readers share mainstream tastes in magazine selection. Their favorite varieties are: general interest, women's service (i.e., "women's" magazines excepting fashion publications), home service (*Better Homes and Gardens*, etc.), select (upscale special interest) and news.

Hispanics are exceptionally heavy users of *TV Guide* magazine; over half claim the publication as their usual source of program information. Given their generally limited use of Sunday newspaper supplements on the other hand, they are below average users of Sun-

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* See tables in Appendix A for supporting data.

day paper TV guides; Sunday guides and daily paper listings are used by fewer than one-third of the Hispanic viewers who use *TV Guide*.

C. The Elderly Audience

1. ***Demographic profile*** The demographic differences between the elderly television audience (those 60 years old or over) and the general television audience are predictable. The elderly minority is predominantly retired, and below average in income and education. It consists, moreover, of a larger than average proportion of widows and widowers and a slightly above average proportion of females (Tables II-23).

2. ***Program content issues***

Interest segmentation As we saw in Chapter I, the elderly are most heavily represented within the Elderly Concerns, Money and Nature's Products, and Detached segments. These three segments also claim the largest proportions of the elderly audience base. Elderly Concerns alone accounts for approximately one-fourth of all elderly respondents. Somewhat smaller than the Detached and Money and Nature's Products segments are three other segments: Arts and Cultural Activities, Family and Community Centered, and Home and Community Centered. Of these six interest segments, Elderly Concerns, Money and Nature's Products, and Home and Community Centered seem to hold the greatest potential as target groups through which to expand public television's audience among the elderly -- as will be discussed in the chapter to follow (Table II-24).

Needs motivating interests The pattern of needs underlying interests among the elderly is out of the ordinary. The elderly, for example, are much less motivated than others by the need for unique/creative accomplishment. The elderly far exceed their juniors, however, in their need for intellectual stimulation and growth as well as in their need to understand others. This does not suggest a passive audience of older people who watch TV merely to fill empty time. It implies a selective audience which uses television as a tool for learning and broadening personal horizons (Table II-25).

Reasons for watching television In this respect, the elderly are more like the general television audience; they usually watch to see a special program they especially enjoy or have heard a lot about, or they watch for the sake of watching. The slightly greater salience within this segment of the desire to watch just because one feels like it or is looking for a pleasant way to spend the evening seems to reflect the mobility constraints shared by all three minorities -- and the physical limitations faced by this one in particular (Table II-26).

3. ***Program production issues***

Television show selection Like virtually any audience group, the elderly primarily watch situation comedies. In other respects, however, this minority's program preferences are decidedly atypical. The elderly are above average viewers in many program categories, but they are discriminating viewers. One category of program for which they are comparatively infrequent viewers, for example, is the movie category (Table II-27).

The elderly watch more game shows, talk shows and soap operas than others do, a tendency which probably reflects differences in the number of daytime hours spent at home more than anything else. This segment is also well above average in its viewing of news/

commentary programs and daily news shows. With respect to prime time programming, variety shows, theatrical performances, and dramas (of the non-crime type) are exceptionally popular among the elderly, relative to the general population. It is noteworthy that most of television's shows about family life (e.g., *The Waltons, Little House on the Prairie, Family*) are included in the drama category. The preference of elderly viewers for family-based shows within the drama category suggests that the elderly may find this program characteristic especially appealing.

Public television -- audience use and related attitudes The elderly are lighter viewers of public television than are viewers under the age of 60 years; 58 percent of the elderly audience (versus 47 percent of those younger) never watch public television, this despite slightly above average in-home availability and television exposure (Table II-28).

Still, elderly and total sample ratings of the commercial and public television stations are almost identical, which in turn means that the commercial and public ratings are almost identical to each other. The somewhat below average use of public television by the elderly does not seem attributable to any particular weakness in public television's image (Table II-29).

Elderly viewers of public television may be somewhat more inclined than others to provide their public television stations with financial support; despite proportionately fewer PTV viewers within it, the elderly segment has the same general proportion of donors as in the general population. In their preferences concerning other sources of funding for public television, the elderly exhibit mainstream tendencies once again (Table II-30).

Interest in new shows Clearly, the elderly value television -- or at least public television -- for its potential as a source of information. The elderly especially want public television to provide more news programs and more programs about local events and issues. Outside the segment, this level of interest in these two types of programs is unmatched, and inside the group it far exceeds interest in any other type of show (Table II-31).

High interest in the new program concept, "Your Retirement Dollar," might be predicted within the elderly audience, not only by virtue of the group's definition in terms of age but also because of its professed preference for informational non-fictional programming. Almost three-quarters of the elderly said that they would be "quite" or "extremely" interested in "Your Retirement Dollar" (Table II-32).

Although this is the most popular new program concept by far within this segment, we need not conclude that any new program must be either informational or focused on elderly concerns in order to appeal to elderly viewers. For example, nearly half the elderly indicated that they would be at least "quite interested" in a country music show or in a series on the Middle East history.

4. *Program scheduling and promotion**

Program scheduling The elderly spend more time at home than do younger people. Week nights are times of above average in-home availability for the elderly segment as well as the general population, but in the case of the elderly, weekend evenings are also associated with high levels of availability. The elderly are also more likely to be at home during a typical weekday than are others.

These patterns of above average in-home availability are not clearly reflected in corresponding patterns of increased television exposure, although the elderly indicate slightly

* See tables in Appendix A for supporting data.

above average viewing during almost any given time period. The elderly are substantially heavier viewers of noontime TV, however (presumably as a divertissement during lunch), they, like the other minorities, tend to begin their week night prime time viewing earlier -- from 7:00 to 8:00 -- than the general television audience.

Program promotion The elderly choose their television programs much the way younger viewers do, although influences involving other family members seem slightly less important within this minority segment. As a vehicle for program promotion, radio seems somewhat less well-suited for the elderly than for the larger potential viewing audience. The elderly average only about two hours of listening per day from Monday through Friday, and one hour during Saturdays and Sundays.

As a radio audience, the elderly are more likely than younger listeners to prefer AM stations (nearly half tune to AM on most, if not all, of their listening occasions). Their favorite formats are all-news stations followed by country music and "golden oldies" from the 50s and 60s. They are below average listeners for most contemporary music formats, such as disco, pop, rock, and top hits of the week.

The elderly are fairly heavy newspaper users and averaging nearly a newspaper per day from Monday through Friday, closely matching the general population in their use of other newspaper publications (e.g., Sunday papers, weeklies). When compared to the younger population, they are particularly thorough in reading their newspaper -- exhibiting an above average interest in the various "hard news" and editorial sections, as well as in certain domestic or leisure sections such as those pertaining to gardening, cooking and travel. The particularly strong interest that elderly readers show in the local news section (read by 82 percent of the elderly on a frequent basis) is especially noteworthy in light of its consistency with this segment's above average enthusiasm for more public television programs about local events and issues.

The incidence of regular magazine readership is lower within the elderly audience than elsewhere (although, still, over half the elderly are regular magazine readers). The elderly favor the same general types of magazines that younger readers do, but they are less inclined than these younger readers toward news magazines. Apparently, newspapers and television are especially important alternative news sources within this segment.

Newspapers are also of special importance as sources of television program information within the elderly segment. For the elderly, the weekly or daily program guides provided by newspapers are consulted as routinely as *TV Guide*.

Table II-1
DEMOGRAPHIC COMPARISON OF TOTAL AND BLACK SAMPLES

	Total Percent	Black Percent
Sex		
Male	48	6
Female	52	4
Age		
13 to 17 years	14	19
18 to 34 years	33	36
35 to 49 years	21	20
50 years and over	32	26
Mean (years)	40	36
Marital status		
Single	22	2
Married	64	63
Divorced, separated	6	3
Widowed	8	32
Adults with Children (under 13 years)	46	46
Average child age (years)	11	11
Urban/non-urban		
Central city	24	48
Suburb	41	24
Non-metro	34	28
Region		
Northeast	24	11
Central	24	20
South	35	63
West	17	6
Income		
Under $5,000	15	32
$5,000 to $9,999	25	33
$10,000 to $14,999	16	17
$15,000 to $19,999	19	10
$20,000 to $24,999	10	6
$25,000 or more	15	2
Mean ($000)	14.2	9.0
Employment status*		
Employed full-time	40	38
Employed part-time	7	6
Temporarily unemployed	5	7
Retired	15	11
Occupation**		
White collar	21	25
Managerial/Professional	20	12
Blue collar	25	25
Homemaker	19	15
Student	15	24

Table II-1
(Continued)

Education			
Grammar school only		12	18
High school only		55	52
College		33	26
	Approximate n =	(2,476)	(529)

* Does not sum to 100 owing to omission of armed forces category.
** Includes previous occupations for those retired or temporarily unemployed.

Table II-2
COMPARISON OF INTEREST SEGMENT DISTRIBUTIONS FOR BLACK AND TOTAL SAMPLES

Supra-Category	Interest Segment	Total Percent	Black Percent
Adult Male Concentration	Mechanics and Outdoor Life	8	2
	Money and Nature's Products	6	4
	Family and Community Centered	6	4
Adult Female Concentration	Elderly Concerns	8	9
	Arts and Cultural Activities	9	8
	Home and Community Centered	8	8
	Family Integrated Activities	10	4
Youth Concentration	Competitive Sports and Science/Engineering	6	5
	Athletic and Social Activities	4	2
	Indoor Games and Social Activities	4	8
Mixed	News and Information	5	6
	Detached	9	16
	Cosmopolitan Self-Enrichment	8	1
	Highly Diversified	8	24
	Approximate n =	(2,476)	(529)

Table II-3

MEAN NEED FACTOR SCORES FOR TOTAL AND BLACK SAMPLES

Need Factors	Total Percent	Black Percent
Socially stimulating	−.01	−.04
Status enhancement*	.10	−.18
Unique/creative accomplishment*	−.01	−.02
Escape from problems*	.01	.01
Family ties*	−.02	.08
Understanding others*	−.01	.09
Greater self-acceptance	−.02	.23
Escape from boredom*	.04	.01
Intellectual stimulation and growth	.02	.17
Approximate n =	(2,476)	(529)

* Negative factors: Negative means indicate higher scores.

Table II-4

REASONS FOR "USUALLY" WATCHING TV BLACKS VERSUS TOTAL SAMPLE

	Total Percent	Black Percent
To see a specific program that I enjoy very much	56	51
(Mean Rating)*	(3.4)	(3.3)
To see a special program I've heard a lot about	26	29
(Mean Rating)	(3.0)	(3.1)
Just because I feel like watching TV	24	33
(Mean Rating)	(2.8)	(3.0)
Just because it is a pleasant way to spend the evening	21	31
(Mean Rating)	(2.8)	(3.0)
Because I think I can learn something	14	26
(Mean Rating)	(2.6)	(2.9)
Because there is nothing else to do at the time	12	14
(Mean Rating)	(2.4)	(2.5)
To keep me company when I'm alone	11	18
(Mean Rating)	(2.1)	(2.4)
Because someone else in the household is watching and seems to be interested	9	14
(Mean Rating)	(2.4)	(2.6)
Because I start on one show and "get stuck" for the rest of the evening	8	13
(Mean Rating)	(2.1)	(2.5)
For "background" while I'm doing something else	8	8
(Mean Rating)	(2.1)	(2.2)
To get away from the ordinary cares and problems of the day	6	9
(Mean Rating)	(2.1)	(2.2)

Table II-4
(Continued)

Because I'm afraid I might be missing something good	6	17
(Mean Rating)	(2.0)	(2.5)
To be sociable when others are watching	4	8
(Mean Rating)	(2.0)	(2.3)
Because everyone I know is watching and I want to be able to talk about it afterward	4	10
(Mean Rating)	(1.7)	(2.1)
To put off something else I should do	4	8
(Mean Rating)	(1.7)	(1.9)
Approximate n =	(2,476)	(529)

* On a 4-point scale indicating the frequency of watching for each reason--from "1" for "never" to "4" for "usually."

Table II-5
AVERAGE MONTHLY VIEWING FREQUENCY PER PROGRAM CATEGORY BLACKS VERSUS TOTAL SAMPLE

	Total Percent	Black Percent	Index* Percent
Adventure	4.14	6.37	154
Children's programs	1.36	2.21	162
Crime dramas	7.70	12.27	159
Documentaries	.34	.36	106
Dramas	4.42	5.04	114
Game shows	3.56	5.46	153
Movies	5.45	7.43	136
Musical performances	1.02	2.79	274
News/commentary	2.37	2.94	124
News shows--daily	5.19	5.16	99
Science fiction	1.25	2.61	209
Situation comedies	19.15	29.01	151
Soap operas	3.64	7.57	208
Special	.89	1.17	131
Sports	5.79	7.99	138
Talk shows	2.90	3.38	116
Theatrical performances	.63	.70	111
Variety shows	3.63	6.32	174
Other	.67	1.36	203
Approximate n =	(2,476)	(529)	

* Ratio of black to total average × 100 (e.g., 6.37/4.14 × 100 = 154 percent).

Table II-6

AVERAGE MONTHLY VIEWING FREQUENCY FOR BLACK SHOWS* BLACKS VERSUS TOTAL SAMPLE

	Total Percent	Black Percent	Index** Percent
Musical performances			
Soul Train	.27	1.70	630
News/commentary			
Black Perspective on the News	.07	.45	643
Situation comedies			
Good Times	.80	2.30	288
What's Happening	.78	1.94	249
Carter Country	.42	.79	188
Sanford Arms	.21	1.02	486
The Jeffersons	.91	2.25	247
Variety shows			
The Richard Pryor Show	.36	1.67	464
Redd Foxx	.70	2.18	311
Approximate n =	(2,476)	(529)	

* "Black shows" are defined here as those in which black performers predominate or function as the program foci.
** Ratio of mean for blacks to mean for total multiplied by 100.

Table II-7

AVERAGE MONTHLY VIEWING FREQUENCY PER PROGRAM CATEGORY MINUS BLACK SHOWS BLACKS VERSUS TOTAL SAMPLE

	Total Percent	Black Percent	Index* Percent
Musical performances	.75	1.09	145
News/commentary	2.30	2.49	108
Situation comedies	16.03	20.71	129
Variety shows	2.57	2.47	96
Approximate n =	(2,476)	(529)	

* Ratio of mean for blacks to mean for total multiplied by 100.

Table II-8

FREQUENCY OF VIEWING PUBLIC TELEVISION
BLACKS VERSUS TOTAL SAMPLE

	Total Percent	Black Percent
Daily	7	13
1 to 6 times a week	19	18
1 to 2 times a month	10	5
Once to "a few" times a year	12	12
Never	47	46
Don't know	5	8
Approximate n =	(2,476)	(529)

Table II-9

AVERAGE ATTITUDE SCALE RATINGS FOR PUBLIC AND COMMERCIAL TELEVISION*

	Public TV		Commercial TV	
	Total Percent	Black Percent	Total Percent	Black Percent
Positive/Negative Attitudes				
Exciting/dull	3.5	3.8	3.7	4.2
In good/bad taste	4.1	4.1	3.6	4.2
Important/unimportant	4.0	4.1	3.7	4.3
Lots of variety/all the same	3.6	3.7	3.7	4.0
Interesting/uninteresting	3.8	4.0	3.9	4.2
Wonderful/terrible	3.6	3.7	3.4	3.9
For me/not for me	3.4	3.6	3.5	4.0
Informative/uninformative	4.1	4.0	3.8	4.1
Lots of fun/not much fun	3.4	3.5	3.6	4.0
Imaginative/unimaginative	3.9	3.8	3.6	4.0
Educational/uneducational	4.4	4.2	3.5	4.1
Stimulating/boring	3.8	3.9	3.5	4.0
Negative/Positive Attitudes				
Generally bad/generally excellent	3.0	3.1	3.3	3.1
Upsetting/relaxing	3.0	3.0	3.1	2.9
Nobody cares much/on everyone's mind	3.5	3.3	3.3	3.1
Getting worse/getting better	3.2	3.2	3.9	3.3
Other				
Too "simple-minded"/too "highbrow"	3.3	3.3	3.7	3.6
Stays the same/keeps changing	3.4	3.4	3.5	3.3
Serious/playful	3.9	3.9	3.4	3.7
Approximate n =	(2,476)	(529)	(2,476)	(529)

* Means indicate respondent ratings on a 6-point scale for each attribute dimension, whereby a "6" would reflect complete agreement with the first adjective in each pair of opposites and a "1" would reflect complete agreement with its opposite.
Note that in the "Positive/Negative" order, a high rating indicates a favorable attitude, whereas in the "Negative/Positive" order, a low rating indicates a favorable attitude, and in the "Other" category, neither type rating is necessarily favorable.

Table II-10

PREFERRED SOURCES OF FUNDING FOR PUBLIC TELEVISION BLACKS VERSUS TOTAL SAMPLE

	Total Percent	Black Percent
Use of federal taxes to fund public television	13	20
State government funding of public television	10	14
Local community funds for public television	11	8
TV set tax on new TV--revenue used to support public television	6	5
National networks taxed--commercial TV networks taxed	12	13
Commercial time sold between public TV programs to support public TV	30	22
Income tax checkoff--designate portion of income tax payment	17	14
Don't know	2	5
None	*	–
Approximate n =	(2,476)	(529)

* Less than .5 percent.

Table II-11

PERCENT OF TOTAL AND BLACK SAMPLES WHO WANT TO SEE MORE OF CERTAIN PROGRAM TYPES ON PTV*

	Total Percent	Black Percent
Cultural programs	34	32
(Mean rating)**	(2.0)	(1.9)
Programs similar to those on commercial TV	42	46
(Mean rating)	(2.2)	(2.2)
Music only programs	36	40
(Mean rating)	(2.0)	(2.1)
Programs appealing to certain kinds of people	28	53
(Mean rating)	(1.9)	(2.5)
Programs about local events and issues	55	60
(Mean rating)	(2.4)	(2.5)
News programs	56	57
(Mean rating)	(2.5)	(2.6)
Programs about special interests	52	40
(Mean rating)	(2.4)	(2.2)
Educational programs	61	62
(Mean rating)	(2.6)	(2.7)
Children's programs	47	56
(Mean rating)	(2.3)	(2.6)
Approximate n =	(2,476)	(529)

* Percent saying they would be "very" or "somewhat" interested in more of each type of program.

** Based on a 4-point scale for each program category: 1 = "Not at All Interested" and 4 = "Very Interested."

Table II-12

PERCENT OF TOTAL AND BLACK SAMPLES "QUITE" OR "EXTREMELY" INTERESTED IN NEW PROGRAM CONCEPTS FOR PTV

	Total Percent	Black Percent
Just Plain Country	40	26
(Mean Rating)*	(2.2)	(1.9)
Mother's Little Network	36	39
(Mean Rating)	(2.2)	(2.2)
Sportlight	44	49
(Mean Rating)	(2.3)	(2.5)
Your Retirement Dollar	49	56
(Mean Rating)	(2.5)	(2.5)
Hollywood Television Theatre-Habit	33	46
(Mean Rating)	(2.1)	(2.4)
The Fertile Crescent	44	41
(Mean Rating)	(2.3)	(2.2)
What in the World	41	43
(Mean Rating)	(2.2)	(2.3)
Woman's Place	37	58
(Mean Rating)	(2.2)	(2.6)
Approximate n =	(2,476)	(529)

* From 4-point rating scale: 1 = "Not at All Interested" and 4 = "Extremely Interested."

Table II-13

DEMOGRAPHIC COMPARISON OF TOTAL AND HISPANIC SAMPLES

	Total Percent	Hispanic Percent
Sex		
Male	48	47
Female	52	53
Age		
13 to 17 years	14	23
18 to 34 years	33	38
35 to 49 years	21	23
50 years and over	32	16
Mean (years)	40	32
Marital status		
Single	22	35
Married	64	54
Divorced, separated	6	9
Widowed	8	2

Table II-13
(Continued)

	Total Percent	Hispanic Percent
Adults with children	46	57
Average Child Age (years)	11	11
Urban/non-urban		
Central city	24	76
Suburb	41	15
Nonmetro	34	9
Region		
Northeast	24	28
Central	24	8
South	35	13
West	17	50
Income		
Under $5,000	15	17
$5,000 to $9,999	25	37
$10,000 to $14,999	16	25
$15,000 to $19,999	19	14
$20,000 to $24,999	10	7
$25,000 or more	15	1
Mean ($000)	(14.2)	(10.5)
Employment status		
Employed full-time	40	34
Employed part-time	7	7
Temporarily unemployed	5	6
Retired	15	5
Occupation		
White collar	21	18
Managerial/Professional	20	9
Blue collar	25	25
Homemaker	19	23
Student	15	25
Education		
Grammar school only	12	33
High school only	55	49
College	33	18
Approximate n =	(2,476)	(345)

* Does not sum to 100 percent owing to omission of armed forces, student and homemaker categories.

Table II-14

COMPARISON OF INTEREST SEGMENT DISTRIBUTIONS FOR HISPANIC AND TOTAL SAMPLES

Supra-Category	Interest Segment	Total Percent	Hispanic Percent
Adult Male Concentration	Mechanics and Outdoor Life	8	5
	Money and Nature's Products	6	4
	Family and Community Centered	6	3
Adult Female Concentration	Elderly Concerns	8	5
	Arts and Cultural Activities	9	8
	Home and Community Centered	8	9
	Family Integrated Activities	10	8
Youth Concentration	Competitive Sports and Science/Engineering	6	11
	Athletic and Social Activities	4	8
	Indoor Games and Social Activities	4	5
Mixed	News and Information	5	3
	Detached	9	13
	Cosmopolitan Self-Enrichment	8	6
	Highly Diversified	8	13
	Approximate n =	(2,476)	(345)

Table II-15

MEAN NEED FACTOR SCORES FOR TOTAL AND HISPANIC SAMPLES

	Total	Hispanic
Socially stimulating	−.01	−.06
Status enhancement	.10	−.01
Unique/creative accomplishment	−.01	.02
Escape from problems	.01	.00
Family ties	−.02	−.02
Understanding others	−.01	−.03
Greater self-acceptance	−.02	.00
Escape from boredom	.04	−.02
Intellectual stimulation and growth	.02	.08
Approximate n =	(2,476)	(345)

Table II-16

REASONS FOR "USUALLY" WATCHING TV
HISPANICS VERSUS TOTAL SAMPLE

	Total Percent	Hispanic Percent
To see a specific program that I enjoy very much	56	54
(Mean Rating)*	(3.4)	(3.4)
To see a special program I have heard a lot about	26	22
(Mean Rating)	(3.0)	(3.0)
Just because I feel like watching TV	24	33
(Mean Rating)	(2.8)	(3.0)
Just because it is a pleasant way to spend the evening	21	32
(Mean Rating)	(2.8)	(3.0)
Because I think I can learn something	14	17
(Mean Rating)	(2.6)	(2.7)
Because there is nothing else to do at the time	12	14
(Mean Rating)	(2.4)	(2.6)
"To keep me company" when I'm alone	11	16
(Mean Rating)	(2.1)	(2.4)
Because someone else in the household is watching and seems to be interested	9	15
(Mean Rating)	(2.4)	(2.6)
Because I start on one show and "get stuck" for the rest of the evening	8	12
(Mean Rating)	(2.1)	(2.4)
For "background" while I'm doing something else	8	8
(Mean Rating)	(2.1)	(2.2)
To get away from the ordinary cares and problems of the day	6	11
(Mean Rating)	(2.1)	(2.2)
Because I'm afraid I might be missing something good	6	11
(Mean Rating)	(2.0)	(2.2)
To be sociable when others are watching	4	9
(Mean Rating)	(2.0)	(2.3)
Because everyone I know is watching and I want to be able to talk about it afterward	4	9
(Mean Rating)	(1.7)	(2.1)
To put off something else I should do	4	6
(Mean Rating)	(1.7)	(1.9)
Approximate n =	(2,476)	(345)

* On 4-point scale indicating the frequency of watching for each reason--from "1" for "never" to "4" for "usually."

Table II-17

AVERAGE MONTHLY VIEWING FREQUENCY
PER PROGRAM CATEGORY
HISPANICS VERSUS TOTAL SAMPLE

	Total Percent	Hispanic Percent	Index* Percent
Adventure	4.14	5.10	123
Children's programs	1.36	2.35	173
Crime drama	7.70	10.41	135
Documentaries	.34	.37	109
Dramas	4.42	3.93	89
Game shows	3.56	3.45	97
Movies	5.45	7.31	134
Musical performances	1.02	1.30	127
News/commentary	2.37	1.10	46
News shows--daily	5.19	4.22	81
Science fiction	1.25	1.94	155
Situation comedies	19.15	22.51	118
Soap operas	3.64	4.05	111
Specials	.89	.67	75
Sports	5.79	5.96	103
Talk shows	2.90	2.35	81
Theatrical performances	.63	.39	62
Variety shows	3.63	4.14	114
Other	.67	1.34	200
Approximate n =	(2,476)	(345)	

* Ratio of Hispanic to total average × 100 (e.g., 5.10/4.14 × 100 = 123 percent).

Table II-18

FREQUENCY OF VIEWING
PUBLIC TELEVISION
HISPANICS VERSUS TOTAL SAMPLE

	Total Percent	Hispanic Percent
Daily	7	6
1 to 6 times a week	19	20
1 to 2 times a month	10	7
Once to " a few" times a year	12	16
Never	47	45
Don't know	5	6
Approximate n =	(2,476)	(345)

Table II-19

AVERAGE ATTITUDE SCALE RATINGS FOR PUBLIC AND COMMERCIAL TELEVISION*

	Public TV		Commercial TV	
	Total	Hispanic	Total	Hispanic
Positive/Negative Attitudes				
Exciting/dull	3.5	3.5	3.7	4.3
In good/bad taste	4.1	4.1	3.6	4.2
Important/unimportant	4.0	4.2	3.7	4.3
Lots of variety/all the same	3.6	3.6	3.7	4.3
Interesting/uninteresting	3.8	3.9	3.9	4.5
Wonderful/terrible	3.6	3.8	3.4	4.1
For me/not for me	3.4	3.3	3.5	4.2
Informative/uninformative	4.1	4.2	3.8	4.3
Lots of fun/not much fun	3.4	3.5	3.6	4.2
Imaginative/unimaginative	3.9	4.0	3.6	4.2
Educational/uneducational	4.4	4.6	3.5	4.0
Stimulating/boring	3.8	3.8	3.5	4.0
Negative/Positive Attitudes				
Generally bad/excellent	3.0	3.0	3.3	2.7
Upsetting/relaxing	3.0	3.1	3.1	2.7
Nobody cares much/on everyone's mind	3.5	3.5	3.3	3.0
Getting worse/better	3.2	3.1	3.9	3.2
Other				
Too "simple-minded"/too "highbrow"	3.3	3.1	3.7	3.3
Stays the same/keeps changing	3.4	3.6	3.5	3.5
Serious/playful	3.9	3.9	3.4	3.5
Approximate n =	(2,476)	(345)	(2,476)	(345)

* Means indicate respondent ratings on a 6-point scale for each attribute dimension, whereby a "6" would reflect complete agreement with the first adjective in each of opposites and a "1" would reflect complete agreement with its opposite.
Note that in the "Positive/Negative" order, a high rating indicates a favorable attitude, whereas in the "Negative/Positive" order, a low rating indicates a favorable attitude, and in the "Other" category, neither type rating is necessarily favorable.

Table II-20

PREFERRED SOURCES OF FUNDING FOR PUBLIC TELEVISION HISPANICS VERSUS TOTAL SAMPLE

	Total Percent	Hispanic Percent
Ever supported local public television station with a donation:	11	9
Prefer:		
Use of federal taxes to fund public television	13	22
State government funding of public television	10	18
Local community funds for public television	11	13
TV set tax on new TV--revenue used to support public television	6	8
National networks taxed--commercial TV networks taxed	12	14
Commercial time sold between public TV programs to support public TV	30	19
Income tax checkoff--designate portion of income tax payment	17	8
Don't know	2	2
None	*	*
Approximate n =	(2,476)	(345)

* Less than .5 percent.

Table II-21

PERCENT OF TOTAL AND HISPANIC SAMPLES WHO WANT TO SEE MORE OF CERTAIN PROGRAM TYPES ON PTV*

	Total Percent	Hispanic Percent
Cultural programs	34	31
(Mean Rating)**	(2.0)	(2.0)
Programs similar to those on commercial TV	42	47
(Mean Rating)	(2.2)	(2.3)
Music only programs	36	44
(Mean Rating)	(2.0)	(2.2)
Programs appealing to certain kinds of people	28	50
(Mean Rating)	(1.9)	(2.4)
Programs about local events and issues	55	47
(Mean Rating)	(2.4)	(2.3)
News programs	56	54
(Mean Rating)	(2.5)	(2.5)
Programs about special interests	52	38
(Mean Rating)	(2.4)	(2.2)
Educational programs	61	58
(Mean Rating)	(2.6)	(2.6)
Children's programs	47	45
(Mean Rating)	(2.3)	(2.4)
Approximate n =	(2.476)	(345)

* Percent saying they would be "very" or "somewhat interested" in more of each type of program.

** Based on a 4-point scale for each program category: 1 = "Not at All Interested" and 4 = "Very Interested."

Table II-22

PERCENT OF TOTAL AND HISPANIC SAMPLES "QUITE" OR "EXTREMELY" INTERESTED IN NEW PROGRAM CONCEPTS FOR PTV

	Total Percent	Hispanic Percent
Just Plain Country	40	34
(Mean Rating)*	(2.2)	(2.2)
Mother's Little Network	36	41
(Mean Rating)	(2.2)	(2.2)
Sportlight	44	54
(Mean Rating)	(2.3)	(2.6)
Your Retirement Dollar	49	47
(Mean Rating)	(2.5)	(2.4)
Hollywood Television Theatre-Habit	33	48
(Mean Rating)	(2.1)	(2.4)
The Fertile Crescent	44	47
(Mean Rating)	(2.3)	(2.4)
What in the World	41	43
(Mean Rating)	(2.2)	(2.4)
Woman's Place	37	45
(Mean Rating)	(2.2)	(2.4)
Approximate n =	(2,476)	(345)

* Based on 4-point rating scale: 1 = "Not at All Interested" and 4 = "Extremely Interested."

Table II-23

DEMOGRAPHIC COMPARISON OF TOTAL AND ELDERLY SAMPLES

	Total Percent	Elderly Percent
Sex		
Male	48	43
Female	52	57
Age		
13 to 17 years	14	-
18 to 34 years	33	-
35 to 49 years	21	-
50 years and over	32	100
Mean (years)	40	69
Marital status		
Single	22	2
Married	64	63
Divorced, separated	6	3
Widowed	8	32

Table II-23
(Continued)

Adults with children	46	10
Average child age (years)	11	14
Urban/non-urban		
Central city	24	27
Suburb	41	32
Non-metro	34	41
Region		
Northeast	24	24
Central	24	25
South	35	34
West	17	17
Income		
Under $5,000	15	38
$5,000 to $9,99	25	34
$10,000 to $14,999	16	10
$15,000 to $19,999	19	10
$20,000 to $24,999	10	6
$25,000 or more	15	3
Mean ($000)	14.2	8.4
Employment status*		
Employed full-time	40	11
Employed-part-time	7	6
Temporarily unemployed	5	1
Retired	15	62
Occupation**		
White collar	21	24
Managerial/Professional	20	23
Blue collar	25	31
Homemaker	19	22
Student	15	0
Education		
Grammar school only	12	28
High school only	55	45
College	33	27
Approximate n =	(2,476)	(405)

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* Does not sum to 100 percent owing to omission of armed forces category.
** Includes previous occupations for those retired or temporarily unemployed.

Table II-24

COMPARISON OF INTEREST SEGMENT DISTRIBUTIONS FOR ELDERLY AND TOTAL SAMPLES

Supra-Category	Interest Segment	Total Percent	Elderly Percent
Adult Male Concentration	Mechanics and Outdoor Life	8	2
	Money and Nature's Products	6	13
	Family and Community Centered	6	9
Adult Female Concentration	Elderly Concerns	8	26
	Arts and Cultural Activities	9	10
	Home and Community Centered	8	9
	Family Integrated Activities	10	4
Youth Concentration	Competitive Sports and Science/Engineering	6	*
	Athletic and Social Activities	4	–
	Indoor Games and Social Activities	4	–
Mixed	News and Information	5	7
	Detached	9	14
	Cosmopolitan Self-Enrichment	8	2
	Highly Diversified	8	4
	Approximate n =	(2,476)	(405)

* Less than 0.5%

Table II-25

MEAN NEED FACTOR SCORES FOR TOTAL AND ELDERLY SAMPLES

Need Factors	Total Percent	Elderly Percent
Socially stimulating*	−.01	.15
Status enhancement	.10	.15
Unique/creative accomplishment*	−.01	.49
Escape from problems	.01	.17
Family ties*	−.02	.14
Understanding others*	−.01	−.23
Greater self-acceptance*	−.02	.12
Escape from boredom*	.04	−.12
Intellectual stimulation and growth*	.02	−.38
Approximate n =	(2,476)	(405)

* Negative factors: Negative means indicate higher scores.

Table II-26

REASONS FOR "USUALLY" WATCHING TV
ELDERLY VERSUS TOTAL SAMPLE

	Total Percent	Elderly Percent
To see a specific program that I enjoy very much	56	61
(Mean Rating)*	(3.4)	(3.4)
To see a special program I've heard a lot about	26	24
(Mean Rating)	(3.0)	(2.9)
Just because I feel like watching TV	24	33
(Mean Rating)	(2.8)	(2.8)
Just because it is a pleasant way to spend the evening	21	30
(Mean Rating)	(2.8)	(2.9)
Because I think I can learn something	14	18
(Mean Rating)	(2.6)	(2.6)
Because there is nothing else to do at the time	12	14
(Mean Rating)	(2.4)	(2.4)
To keep me company when I'm alone	11	14
(Mean Rating)	(2.1)	(2.2)
Because someone else in the household is watching and seems to be interested	9	6
(Mean Rating)	(2.4)	(2.1)
Because I start on one show and "get stuck" for the rest of the evening	8	7
(Mean Rating)	(2.1)	(1.9)
For "background" while I'm doing something else	8	7
(Mean Rating)	(2.1)	1.9)
To get away from the ordinary cares and problems of the day	6	9
(Mean Rating)	(2.1)	(2.1)
Because I'm afraid I might be missing something good	6	5
(Mean Rating)	(2.0)	(2.0)
To be sociable when others are watching	4	5
(Mean Rating)	(2.0)	(2.0)
Because everyone I know is watching and I want to be able to talk about it afterward	4	3
(Mean Rating)	(1.7)	(1.6)
To put off something else I should do	4	2
(Mean Rating)	(1.7)	(1.5)
Approximate n =	(2,476)	(405)

* On 4-point scale indicating the frequency of watching for each reason--from "1" for "never" to "4" for "usually".

Table II-27

AVERAGE MONTHLY VIEWING FREQUENCY PER PROGRAM CATEGORY ELDERLY VERSUS TOTAL SAMPLE

	Total Percent	Elderly Percent	Index* Percent
Adventure	4.14	4.31	104
Children's programs	1.36	.32	24
Crime dramas	7.70	8.14	106
Documentaries	.34	.45	132
Dramas	4.42	5.97	135
Game shows	3.56	5.00	140
Movies	5.45	4.17	76
Musical performances	1.02	.94	92
News/commentary	2.37	4.10	173
News shows--daily	5.19	6.97	134
Science fiction	1.25	.74	59
Situation comedies	19.15	17.56	92
Soap operas	3.64	5.07	139
Specials	.89	.79	88
Sports	5.79	5.22	90
Talk shows	2.90	4.40	152
Theatrical performances	.63	1.08	171
Variety shows	3.63	5.33	147
Other	.67	1.38	206
Approximate n =	(2,476)	(405)	

* Ratio of elderly to total average × 100 (e.g., 4.31/4.14 × 100 = 104 percent).

Table II-28

FREQUENCY OF VIEWING PUBLIC TELEVISION ELDERLY VERSUS TOTAL SAMPLE

	Total Percent	Elderly Percent
Daily	7	5
1 to 6 times a week	19	18
1 to 2 times a month	10	7
Once to a few times a year	12	5
Never	47	58
Don't know	5	6
Approximate n =	(2,476)	(405)

Table II-29

AVERAGE ATTITUDE SCALE RATINGS FOR PUBLIC AND COMMERCIAL TELEVISION*

	Public TV		Commercial TV	
	Total	Elderly	Total	Elderly
Positive/Negative Attitudes				
Exciting/dull	3.5	3.7	3.7	3.6
In good taste/bad taste	4.1	4.0	3.6	3.5
Important/unimportant	4.0	4.0	3.7	3.7
Lots of variety/all the same	3.6	3.6	3.7	3.6
Interesting/uninteresting	3.8	3.9	3.9	3.8
Wonderful/terrible	3.6	3.6	3.4	3.5
For me/not for me	3.4	3.4	3.5	3.5
Informative/uninformative	4.1	4.0	3.8	3.8
Lots of fun/not much fun	3.4	3.3	3.6	3.5
Imaginative/unimaginative	3.9	3.8	3.6	3.6
Educational/uneducational	4.4	4.2	3.5	3.6
Stimulating/boring	3.8	3.7	3.5	3.5
Negative/Positive Attitudes				
Generally bad/excellent	3.0	3.0	3.3	3.3
Upsetting/relaxing	3.0	3.1	3.1	3.0
Nobody cares much/on everyone's mind	3.5	3.3	3.3	3.2
Getting worse/better	3.2	3.3	3.9	3.8
Other				
Too "simple-minded"/too "highbrow"	3.3	3.3	3.7	3.7
Stays the same/keeps changing	3.4	3.4	3.5	3.3
Serious/playful	3.9	3.8	3.4	3.5
Approximate n =	(2,476)	(405)	(2,476)	(405)

* Means indicate respondent ratings on a 6-point scale for each attribute dimension, whereby a "6" would reflect complete agreement with the first adjective in each pair of opposites and a "1" would reflect complete agreement with its opposite.
Note that in the "Positive/Negative" order, a high rating indicates a favorable attitude, whereas in the "Negative/Positive" order, a low rating indicates a favorable attitude, and in the "Other" category, neither type rating is necessarily favorable.

Table II-30

PREFERRED SOURCES OF FUNDING FOR PUBLIC TELEVISION ELDERLY VERSUS TOTAL SAMPLE

	Total Percent	Elderly Percent
Ever supported local television station with a donation	11	10
Prefer:		
Use of federal taxes to fund public television	13	12
State government funding of public television	10	9
Local community funds for public television	11	9
TV set tax on new TV--revenue used to support public television	6	6
National networks taxed--commercial TV networks taxed	12	13
Commercial time sold between public TV programs to support public TV	30	30
Income Tax checkoff--designate portion of income tax payment	17	15
Don't know	2	5
None	*	1
Approximate n =	(2,476)	(405)

* Less than .5 percent.

Table II-31

PERCENT OF TOTAL AND ELDERLY SAMPLES WHO WANT TO SEE MORE OF CERTAIN PROGRAM TYPES ON PTV*

	Total Percent	Elderly Percent
Cultural programs	34	38
(Mean rating)**	(2.0)	(2.1)
Programs similar to those on commercial TV	42	38
(Mean rating)	(2.2)	(2.1)
Music only programs	36	38
(Mean rating)	(2.0)	(2.1)
Programs appealing to certain kinds of people	28	26
(Mean rating)	(1.9)	(1.8)
Programs about local events and issues	55	68
(Mean rating)	(2.4)	(2.6)
News programs	56	72
(Mean rating)	(2.5)	(2.8)
Programs about special interests	52	52
(Mean rating)	(2.4)	(2.4)
Educational programs	61	56
(Mean rating)	(2.6)	(2.5)
Children's programs	47	28
(Mean rating)	(2.3)	(1.9)
Approximate n =	(2,476)	(405)

* Percent saying they would be "very" or "somewhat" interested in more of each type of program.

** Based on a 4-point scale for each program category: 1 = "Not at All Interested" and 4 = "Very Interested."

Table II-32

PERCENT OF TOTAL AND ELDERLY SAMPLES "QUITE" OR "EXTREMELY" INTERESTED IN NEW PROGRAM CONCEPTS FOR PTV

	Total Percent	Elderly Percent
Just Plain Country	40	48
(Mean Rating)*	(2.2)	(2.5)
Mother's Little Network	36	36
(Mean Rating)	(2.2)	(2.1)
Sportlight	44	37
(Mean Rating)	(2.3)	(2.1)
Your Retirement Dollar	49	74
(Mean Rating)	(2.5)	(3.1)
Hollywood Television Theatre-Habit	33	28
(Mean Rating)	(2.1)	(2.0)
The Fertile Crescent	44	48
(Mean Rating)	(2.3)	(2.4)
What in the World	41	42
(Mean Rating)	(2.2)	(2.2)
Woman's Place	37	37
(Mean Rating)	(2.2)	(2.1)
Approximate n =	(2,476)	(405)

* From 4-point rating scale: 1 = "Not at All Interested" and 4 = "Extremely Interested."

CHAPTER III

INTEREST SEGMENTATION ANALYSIS*

A. Segment Selection

Considering the proportionate size of each interest segment within the minorities, minority representation across the various interest segments ** and commonalities in interest orientation across minorities, eight interest segments are the most germane to the problem of increasing minority use of public television. These are listed below, following those minorities with which they are associated.

1. **Blacks:** Elderly Concerns, Arts and Cultural Activities, Home and Community Centered, Detached, Highly Diversified.
2. **Hispanics:** Arts and Cultural Activities, Home and Community Centered, Family Integrated Activities, Competitive Sports and Science/Engineering, Highly Diversified.
3. **Elderly:** Money and Nature's Products, Elderly Concerns, Arts and Cultural Activities, Home and Community Centered, Detached.

The next step in interest segment selection is to assess the likelihood of *increasing* each segment's use of public television. The segments selected should evidence some minimal level of interest in public television, but obviously must show "room for improvement" in terms of viewing frequency. Moreover, they should express specific programming interests which might suggest ways of attracting them to public television on a more regular basis. Tables III-1, III-2 and III-3 permit comparison of the eight segments in these respects by presenting, in turn, incidences of PTV viewing, preferences among the various types of programs now on PTV, and extent of interest in new program concepts. The characteristics of each segment are summarized below, with principal advantages and disadvantages indicated by pluses and minuses, respectively.

Money and Nature's Products

- Somewhat below average public television exposure (despite average in-home availability and overall TV exposure), with over half never watching. (−)
- Very clear-cut interest in increasing the number of news and local events issues programs on PTV, with interest in news, in particular, almost 20 percent above the total sample average. The practical information or "environment surveillance" component which characterizes both types of programs suggests a foundation for future program development for this segment. (+)
- Strong interest evident in both entertainment and information program concepts of certain kinds, with more enthusiasm for "Just Plain Country," and, especially for "Your Retirement Dollar," than in any other segment. In general, moderate interest in most concepts. (+)

Elderly Concerns

- Least inclined of all the eight segments toward public television viewing; above average overall TV exposure and in-home availability implies a problem of programming interests rather than lifestyle conflicts. (+)

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* Additional tables for this chapter are provided in Appendix B.

** See Chapters I and II.

- Shares above average levels of interest in certain types of informational PTV programming (news and local programs) with Money and Nature's Products. (+)
- Again, same pattern as for Money and Nature's Products with respect to new concepts; generally average interest overall, with above average enthusiasm for "Your Retirement Dollar" and "Just Plain Country". (+)

Arts and Cultural Activities

- By far, the heaviest viewers of PTV (although just average in overall TV use and in-home availability): over half view one or more times per week; only one-fourth do not view PTV at all. As a group, this segment may already be at its saturation point in terms of PTV viewing frequency. (−)
- Highest, or at least above average, interest in seeing more of several types of programs: cultural, music-only, local, news, and educational. (+)
- Above average enthusiasm for most program concepts of a more "traditional" PTV type (i.e., informational/cultural), although notably less interested in the more unusual concepts involving country music, comedy and sports. Such preferences would clearly seem to reflect the segment's current heavy use of public television, and do not imply increased viewing within this segment in response to innovative programming. (−)

Home and Community Centered

- Fairly large proportion of daily viewers suggests receptivity to public television, but proportion of non-viewers indicates substantial opportunity for growth. (+)
- Interest levels related to seeing certain types of public television shows more often tend to conform to total sample levels. Somewhat more focused in their preferences than Arts and Cultural Activities, members of the Home and Community Centered group show a concentration of interest in educational and specialized interest programs and -- like the first two segments -- in news and local topics. (+)
- Also average overall in terms of new concept response, this segment shows again a concentration of interest -- being most responsive to "Your Retirement Dollar" and three of the least traditional concepts ("Just Plain Country," "Mother's Little Network" and "Sportlight"). (+)

Family Integrated Activities

- Similar to Home and Community Centered in its comparatively large percentage of daily viewers and substantial non-viewer subgroup (but somewhat more inclined toward heavier overall exposure and greater in-home availability). (+)
- Well above average in its interest in two program categories which reflect the segment's family orientation -- namely, educational and children's programming -- and in programs about special interests. (+)
- Generally similar to the total sample with respect to new concept interest, but considerably more enthusiastic than most segments in response to "Woman's Place." (+)

Competitive Sports and Science/Engineering

- Average frequency of public television viewing (and of television viewing generally). (+)
- Below average interest in increasing frequency of viewing most types of PTV programs -- with greatest expression of interest reserved for "program similar to those on commercial TV". (−)
- Generally unenthusiastic response to new concepts except for "Sportlight." The restriction of this segment's interest to a subject area so well covered by commercial televi-

sion, in conjunction with the segment's apparent appreciation of the style of commercial programming, seems to limit the potential of this segment. (−)

Detached

- Below average in use of public television (as in use of television generally and in in-home availability as well). (−)
- Of all eight segments, the least interested of any in seeing more programs of virtually any type. (−)
- Below average interest in all new program concepts. (−)

Highly Diversified

- One of the heavier PTV viewing segments (and heavier viewing segments in general), with 30 percent watching public television at least weekly. Still a substantial subgroup of nonviewers remains. Possible opportunities to increase viewer base or increase frequency of current viewing. (+)
- Evidently exceptionally appreciative of several types of programs currently offered by public television. Strongest preferences--for educational, news, children's, and "special interest" programs--are similar to those of the total sample, but much more pronounced. (+)
- As compared to the other segments, shares an above average interest with Arts and Cultural Activities in several new concepts (i.e., "What in the World," "The Fertile Crescent," "Woman's Place," "Habit"); yet shows much more responsiveness than Arts and Cultural Activities to more "middle-brow" concepts, such as "Sportlight," "Just Plain Country" and "Mother's Little Network". (+)

In light of the above considerations, five of the original eight interest segments evidence notably superior potential for increasing minority viewership of public television. These are listed below, next to the minority groups to which they pertain.

1. ***Blacks:*** Elderly Concerns, Home and Community Centered, Highly Diversified.
2. ***Hispanics:*** Home and Community Centered, Family Integrated Activities, Highly Diversified.
3. ***Elderly:*** Money and Nature's Products, Elderly Concerns, Home and Community Centered.

B. Demographic Comparison of Minority Interest Segments

The interest segment sketches in Exhibit I-1 include distinguishing demographic characteristics. This discussion concerns the ways in which *minority* subgroups within the interest segments may vary demographically from their fellow interest segment members. The reader is warned to treat the findings reported here with some caution, however -- owing to the fairly small size of most minority subgroups within the sample.

Some intra-segment minority differences are predictable: the elderly tend to have lower than average incomes and fewer than average preteen children; Hispanics are overrepresented in central city areas and in the West; blacks are overrepresented in the South. Other variations are less obvious or less consistent, and these are the purpose of the discussion which follows. Tables are provided in Appendix B.

Money and Nature's Products Differences between the demographic profiles of the total segment and the significant minority subgroup - the elderly - are merely what one would predict on the basis of age (i.e., among the elderly: fewer children, lower incomes, more retirees).

Elderly Concerns Despite an average age of 58 years for blacks in this segment, almost 1 in 3 of the black members have preteen children in their households (as compared to about 1 in 5 for the total sample). Blacks are also notably below average in education with over half never progressing beyond grammar school. Only one percent of the blacks in this segment are from the Northeast.

Home and Community Centered On the average, blacks are about ten years younger (34) than the total segment and *unmarried.* The proportion of blacks who work full-time (almost half) is nearly double the total segment percentage, but their average family income is about half the total segment. The other minority subgroups (Hispanics and elderly) are too small to permit confident generalizations about their demographic profiles.

Family Integrated Activities The size of the minority subgroup in question (Hispanics) is too small to permit generalization about its true demographic composition.

Highly Diversified Since this segment is so heavily black, it is not surprising that the black portion of the Highly Diversified segment is quite similar demographically to the total segment. However, the Hispanic portion, as compared to the total, is more likely to be a female homemaker with a below average education.

C. Program Content Issues: Reasons for Watching Television

Across all five target segments, interest in seeing a favorite program is the most common reason given for watching television, followed by interest in a special program the viewer has heard about, or a desire just to watch TV or spend the evening pleasantly. The Elderly Concerns segment is most distinctive in terms of motivation. While they place a very high value on favorite programs, they are far above average with respect to "content-free" motivations, including the desire just to watch or to find a pleasant way to spend the evening, as well as the lack of other available activities or sources of companionship. Clearly, television is a time killer for this segment. In contrast, members of the Highly Diversified segment seem most purposeful in their program selection -- being well above average in their inclination to watch special programs that they have heard a lot about (Table III-4).

D. Program Production Issues

Television show selection Situation comedies and crime dramas are the most frequently viewed programs in each segment (although the extent to which this reflects viewers' tastes, independent of the confines of present programming, is unclear). Presented below are a series of sketches delineating distinctive viewing patterns in each segment. In addition to patterns of general format selection, as shown in Table III-5, the sketches will describe tendencies related to program content which are documented in *The Public's Use of Television.*

- ***Money and Nature's Products*** Compared to other segments, Money and Nature's Products is fairly low in frequency of sitcom viewing, but slightly high with respect to crime drama viewing. This group also shows a relatively high level of interest in informational programs, including daily news shows, news/commentaries, and documentaries. Sports and talk shows are especially popular.

Specific program preferences within this segment show, predictably enough, a fondness for outdoor, nature-related settings. Another notable tendency is an orientation toward programs which center on a single personality around the same general age as the Money

and Nature's Products viewers -- the type of personality who enjoys the social contact, support and respect that these viewers seem to want for themselves. The pattern of program choice also suggests a certain conservatism in the segment's apparent inclination toward characters that embody traditional American values.

The high interest in news-type programs indicates more than a desire to be generally well informed. The members of this segment show a special interest in certain shows with business/finance information. Moreover, consistent with the segment's orientation toward authoritative personalities in fictionalized shows and other forms of "lighter" programming, people in the Money and Nature's Products group especially like programs that "emphasize particular personalities and their evaluations rather than the issues *per se*"* (e.g., *Wall Street Week, Meet the Press* and *Face the Nation*). The strong interest in "Your Retirement Dollar" which these viewers expressed is entirely consistent with these general tendencies.

- ***Elderly Concerns*** These people are heavier viewers of general dramas, game shows, soap operas, and religious programming than are the members of any other segment. They are also above average with respect to their viewing of news/commentary, daily news shows, talk shows and variety entertainment.

In general, the patterns of viewing behavior within this segment reflect needs for vicarious participation, social integration and acceptance. Such needs underlie these viewers' above average involvement with soap operas, and with game shows and talk shows, whose non-threatening, familiar hosts can become surrogate friends. Such surrogate relationships may be very important for a group which so often watches TV for the sake of company. The need for vicarious involvement and relationships developed over time may predispose Elderly Concerns toward series featuring the same personalities on a continuing basis, and may help explain this segment's below average interest in certain formats -- such as sports, theatrical performances, movies and specials -- which are relatively unstable.

- ***Home and Community Centered*** On balance, this segment exhibits fairly typical patterns of viewer behavior related to program selection, but they show exceptionally high levels of viewing in two categories: soap operas and "other" programs which include a heavy proportion of religiously-oriented shows. Other favorites include game shows and talk shows.

This segment's relatively high proportion of homemakers with children, and its characteristic needs related to family ties and understanding others, suggests a use of television similar to that found within the Elderly Concerns group. During the day at least, at-home members of the Home and Community Centered segment may turn to those programs which are best suited to meet viewer needs for social integration. The interests expressed in certain types of PTV programs and program concepts (Section A, above) however imply that standard soap opera, religious programming, game show and talk show fare is not necessarily the only -- or the ideal -- means of meeting this segment's needs.

- ***Family Integrated Activities*** Members of this segment are especially frequent viewers of movies, general dramas, and reflecting their family-oriented interest, children's programs. The program selection tendencies within the Family Integrated Activities segment indicate a viewer emphasis on shows directed toward what Frank and Greenberg call "the

* Frank and Greenberg, *op cit.* p. 103

intellectual and social development of young children,"* and a similar interest in more general "family programs" (whether the latter are written *for* families or *about* them).

The favorite dramas among these viewers, therefore, tend to be non-violent with a family focus, (e.g., *Little House on the Prairie* and *Family*). Other programs which enjoy special popularity within this segment include *Once Upon a Classic* and *The Wonderful World of Disney*. Only in the later evening, after children's bedtimes, does this segment turn toward more "mature" fare. The viewers within the Family Integrated Activities segment appear to use television as a means of bringing the family together.

- ***Highly Diversified*** Consistent with the broad range of interests which this segment encompasses, and the evident importance of television in the daily family lives of its viewers, the Highly Diversified audience exhibits above average exposure patterns for a wide variety of programs. Relative to all other segments, the Highly Diversified viewers are especially high in their exposure to musical performances (e.g., *Soul Train, Music Hall America*) science fiction, adventure programs, movies and crime dramas. In addition, they are the second most frequent viewers of children's programs, specials and "other" (frequently religious) shows.

In Highly Diversified households, the family dynamics seem to be such that they help contribute to a pattern of exposure that includes programs which Frank and Greenberg express are "typically associated with children and adults, males and females, entertainment and education, and both 'highbrow' and 'lowbrow' material."** Program selection as well as program viewing, is a family affair.

Public television -- additional use and attitude issues Cross-segment variation in PTV exposure schedules is rather subtle. Two segments, Home and Community Centered and Family Integrated Activities, are more likely than others to report morning viewing as most usual. This is presumably related to the use of public television for children within these family-oriented segments. The Highly Diversified are slightly above average in reporting early evening as their usual time for viewing. (They are also above average viewers of television generally during that time.)

The five different interest segments do not vary in any substantial or consistent fashion from each other or the total sample in their evaluation of the relative merits of commercial and public television -- they largely fail to distinguish between the two. Public television may have two small advantages over its commercial counterparts. The Money and Nature's Products group tends to see it as more relaxing, and Family Integrated Activities is more optimistic about PTV than about commercial broadcasting with respect to the getting better/getting worse dimension. There is, however, only an .8 or .9 difference in the mean ratings (Table III-6).

Understandably, the lightest PTV viewers of the five segments, Money and Nature's Products and Elderly Concerns, report a below average tendency to contribute to public television. The other segments are average in this respect. There is little noteworthy differentiation among the interest segments regarding their preferences for alternative sources of PTV funding -- except for the Highly Diversified group which, unlike the others, shows a much stronger preference for the use of federal taxes over the income tax checkoff concept (Table III-7).

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* Frank and Greenberg, *op cit.* p. 112

** Frank and Greenberg, *op. cit.* p. 123

E. Program Scheduling and Promotion*

Program scheduling

- *Money and Nature's Products* Aside from a below average tendency to spend late weekday afternoons at home, the in-home availability of this segment conforms to that of the total sample. Its television viewing schedule is also similar, but higher than average exposure to television on Sunday afternoons is reported.
- *Elderly Concerns* Members of the Elderly Concerns segment are much more likely than others to be home during weekdays (6:00 a.m. to 5:00 p.m.). They are also more likely to be home on Saturday afternoons and evenings. Early weekday morning television viewing (7:00 to 8:00 a.m.) is unusually high within this audience, as is viewing in the afternoon (during game show, talk show and soap opera scheduling).
- *Home and Community Centered* Like Elderly Concerns, this segment includes relatively large proportions of people, presumably homemakers, who spend their weekdays at home. Patterns of television scheduling by members of this segment apparently reflect their home and community centered lifestyle. They appear to sleep (or switch off their television sets) earlier than most viewers and exhibiting a sharp decline in watching at 11:00 p.m. Weekend viewing tends to be generally rather low for this segment, especially during early Saturday evenings and virtually all day Sunday.
- *Family Integrated Activities* This is the third of the five interest segments to report above average in-home availability during weekdays. Yet, in the case of the Family Integrated Activities segment, this is not associated with any notable rise in television viewing during those hours. The viewing habits of this television audience largely conform to general population patterns, although Sunday nights (9:00 p.m. to 11:00 p.m.) represent a more popular viewing time within the Family Integrated Activities segment than elsewhere.
- *Highly Diversified* This segment's schedule of in-home availability is nearly indistinguishable from that of the population at large. Yet Highly Diversified viewers invest a considerably larger than average share of their time in television viewing. They tend to begin viewing earlier on weeknights (with 70 percent tuned in at 6:00 p.m.), and they watch more on both Saturdays and Sundays -- most notably on weekend mornings and late Saturday nights (10:00 p.m. and later).

Program promotion

Despite their obviously different lifestyles, the five different segments report only minor differences in determinants of program selection (slightly more influence derived from other family members among the younger and more home- and family-focused groups than in the two older segments, and fairly low rates of advance program selection in the older segments as compared to the Highly Diversified group). On the other hand, segment-related differences in the use of certain media other than television suggest more specific strategies for attracting particular segments to public television programming. Distinctive aspects of each segment's media use behavior are described below.

- *Money and Nature's Products* Members of this segment are light users of radio, especially FM, magazines and Sunday paper supplements. They are fairly frequent readers of daily newspapers, however, with above average readership of world and local news, the sports pages, and the business and real estate sections. These preferences clearly reflect

* See tables in Appendix B.

the segment's financially focused interests, in addition to a more general desire for news and information about the surrounding environment, which was evident in its television programming preferences.

While the Money and Nature's Products segment tends to have slightly below average readership for most types of magazines (or well below average, in the "women's service" category), it shows high interest in magazines about the outdoors. As the segment's differential tendencies related to newspaper and magazine readership would suggest, use of *TV Guide* as a source of television programming information is less common for this audience than for other viewers; various types of newspaper guides or listings represent a considerably more important source than *TV Guide* for the Money and Nature's Products group.

- *Elderly Concerns* These people also exhibit low levels of radio and magazine use, but roughly average newspaper readership (although, like the previous segment, they report below average use of Sunday supplements). Radio exposure is restricted in terms of variety as well as amount; especially low use of various types of contemporary music stations (popular rock, and top hits of the week) make country music, all-news, and religious programming stations especially salient for this group.

The segment's content preferences related to newspapers and magazines generally reflect total population preferences, although readership of business/finance magazines and certain "non-news" sections of the newspaper (i.e., entertainment, comics and sports) is particularly low.

- *Home and Community Centered* This group's overall patterns of media use are nondistinctive, except for its exceptionally heavy use of newspapers (on Sundays as well as weekdays). However, preferences for certain types of newspaper and magazine content reflect the segment's underlying interest orientation. These people are comparatively infrequent readers of the world news section of the newspaper despite their above average readership of newspapers generally, but they are especially inclined toward those sections with content directly related to home and community, such as gardening, cooking, advertising, social news and personal advice. Moreover, women's service publications are their favorite magazine type.
- *Family Integrated Activities* Frequency of radio use is exceptionally high within this segment -- especially during weekdays. The most popular types of radio programs feature pop, rock or the top hits of the week.

Readership of daily newspapers and Sunday supplements is fairly high, but the Family Integrated Activities group shows the same pattern of special interests related to specific newspaper content that was evident in the Home and Community Centered segment -- a pattern reflecting both groups' high involvement with family life. In their use of magazines, members of the Family Integrated segment are again well above the population average. They are particularly heavy users of three types of magazines: women's service, general and home service/home, yet their interests are so well defined that their favorite category of magazine is women's service (typically featuring content on home and family), rather than more general publications.

- *Highly Diversified* These are very heavy users of radio, with wide-ranging interests in radio programming. They are especially heavy consumers of upbeat musical programming (pop, top hits, disco, and rock) for example, but also report above average use of public radio. Newspaper readership is moderate; although consistent with this segment's interest in its local environment, regular reading of local weekly papers is above average.

They share the two preceding segments' above average interest in newspapers as a source of social news, but evince below average interest in the national news and editorial sections.

The Highly Diversified segment reports exceptionally heavy magazine use, as measured by overall incidence of readership and by proportion of readers per magazine category. Once again, their diverse interests are reflected in their broad-ranging tastes; they are above average consumers of several very different types of magazines, encompassing the women's service, home service, outdoor and business/finance categories. They are the single heaviest readers of black magazines. Consistent with this generally heavy use of magazines is their exceptionally high use of *TV Guide* as a source of information about television.

Table III-1

FREQUENCY OF PUBLIC TELEVISION VIEWING BY INTEREST SEGMENT

	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Arts and Cultural Activities Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Competitive Sports and Science/ Engineering Percent	Detached Percent	Highly Diversifie Percent
Daily	7	3	3	14	10	11	5	5	6
1-6 times a week	19	12	10	39	13	16	13	11	24
1-2 times a month	7	7	4	12	12	13	13	3	8
Once to "a few" times a year	12	14	1	8	12	14	13	11	12
Never	47	59	70	25	49	42	49	62	45
Don't Know	5	5	5	3	5	3	8	9	5
Approximate n =	(2,476)	(162)	(185)	(166)	(199)	(189)	(188)	(232)	(226)

Table III-2

PERCENT OF INTEREST SEGMENTS WHO WANT TO SEE MORE OF CERTAIN PROGRAM TYPES ON PTV*

	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Arts and Cultural Activities Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Competitive Sports and Science/ Engineering Percent	Detached Percent	Highly Diversifi Percent
Cultural programs	34	18	37	81	27	33	20	17	42
(Mean Rating)**	(2.0)	(1.6)	(1.9)	(3.2)	(1.8)	(2.0)	(1.6)	(1.6)	(2.2)
Programs similar to those on commercial TV	42	49	46	31	43	41	50	31	54
(Mean Rating)	(2.2)	(2.2)	(2.2)	(2.0)	(2.1)	(2.2)	(2.3)	(1.8)	(2.4)
Music only programs	36	29	42	49	41	35	32	18	42
(Mean Rating)	(2.0)	(1.8)	(2.2)	(2.5)	(2.1)	(2.0)	(1.9)	(1.7)	(2.2)
Programs appealing to certain kinds of people	28	16	33	32	25	25	16	20	46
(Mean Rating)	(1.9)	(1.6)	(1.9)	(2.0)	(1.8)	(1.9)	(1.6)	(1.6)	(2.3)
Programs about local events and issues	55	62	69	70	55	55	39	38	61
(Mean Rating)	(2.4)	(2.5)	(2.7)	(2.8)	(2.4)	(2.4)	(2.1)	(2.0)	(2.7)
News Programs	56	74	73	71	58	48	40	36	71
(Mean Rating)	(2.5)	(2.8)	(2.9)	(2.9)	(2.5)	(2.4)	(2.2)	(2.0)	(2.8)
Programs about special interests	52	49	46	60	51	64	43	30	64
(Mean Rating)	(2.4)	(2.4)	(2.3)	(2.7)	(2.4)	(2.7)	(2.2)	(1.9)	(2.7)
Educational programs	61	46	46	75	61	77	44	36	76
(Mean Rating)	(2.6)	(2.2)	(2.3)	(3.1)	(2.6)	(3.0)	(2.2)	(2.0)	(2.9)
Children's programs	47	16	29	55	46	68	27	32	65
(Mean Rating)	(2.3)	(1.8)	(1.9)	(2.6)	(2.3)	(2.8)	(1.8)	(1.9)	(2.8)
Approximate n =	(2,476)	(162)	(185)	(166)	(199)	(189)	(188)	(232)	(226)

* Percent saying they would be "Very" or "Somewhat" interested in more of each type of program.

** Based on 4-point scale for each program category: 1 = "Not at All Interested" and 4 = "Very Interested."

Table III-3

PERCENT OF INTEREST SEGMENTS "QUITE" OR "EXTREMELY" INTERESTED IN NEW PROGRAM CONCEPTS FOR TV

	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Arts and Cultural Activities Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Competitive Sports and Science/ Engineering Percent	Detached Percent	High Diversif Perce
Just Plain Country	40	58	51	32	46	38	32	36	4
(Mean rating)*	(2.2)	(2.5)	(2.5)	(2.2)	(2.4)	(2.3)	(2.0)	(2.2)	(2.4
Mother's Little Network	36	21	40	33	44	43	36	20	4
(Mean rating)	(2.2)	(1.9)	(2.1)	(2.1)	(2.4)	(2.3)	(2.2)	(1.8)	(2.4
Sportlight	44	51	29	47	40	32	78	28	6
(Mean rating)	(2.3)	(2.4)	(2.0)	(2.4)	(2.1)	(2.0)	(3.1)	(2.0)	(2.7
Your Retirement Dollar	49	72	66	62	55	55	20	34	5
(Mean rating)	(2.5)	(2.9)	(2.8)	(2.8)	(2.6)	(2.6)	(1.9)	(2.0)	(2.6
Hollywood Television Theatre-Habit	33	28	28	51	27	38	23	25	4
(Mean rating)	(2.1)	(1.9)	(1.9)	(2.5)	(2.0)	(2.2)	(1.9)	(1.9)	(2.5
The Fertile Crescent	44	40	47	80	28	38	27	24	5
(Mean rating)	(2.3)	(2.3)	(2.2)	(3.1)	(2.0)	(2.2)	(2.0)	1.8)	(2.5
What in the World	41	34	40	56	29	46	42	28	5
(Mean rating)	(2.2)	(2.1)	(2.1)	(2.6)	(2.1)	(2.4)	(2.3)	(1.9)	(2.6
Woman's Place	37	22	40	50	38	55	9	17	5
(Mean rating)	(2.2)	(2.2)	(2.2)	(2.4)	(2.2)	(2.6)	(1.6)	(1.7)	(2.7
Approximate n =	(2,476)	(162)	(185)	(166)	(199)	(189)	(188)	(232)	(226

* Based on n = 4-point rating scale; 1 = "Not at All Interested" and 4 = "Extremely Interested."

Table III-4

REASONS FOR "USUALLY" WATCHING TV BY INTEREST SEGMENT

	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Highly Diversified Percent
To see a specific program that I enjoy very much	56	58	66	56	57	50
(Mean Rating)*	(3.4)	(3.4)	(3.5)	(3.3)	(3.5)	(3.4)
To see a special program I've heard a lot about	26	28	22	20	28	39
(Mean Rating)	(3.0)	(3.0)	(2.9)	(2.9)	(3.2)	(3.3)
Just because I feel like watching TV	24	25	46	22	18	21
(Mean Rating)	(2.8)	(2.8)	(3.2)	(2.6)	(2.6)	(2.9)
Just because it is a pleasant way to spend the evening	21	12	40	27	20	28
(Mean Rating)	(2.8)	(2.7)	(3.0)	(2.8)	(2.7)	(3.0)
Because I think I can learn something	14	10	22	16	15	18
(Mean Rating)	(2.6)	(2.6)	(2.6)	(2.7)	(2.7)	(2.9)
Because there is nothing else to do at the time	12	14	23	7	8	12
(Mean Rating)	(2.4)	(2.4)	(2.5)	(2.3)	(2.2)	(2.5)
To keep me company when I'm alone	11	8	26	13	8	15
(Mean Rating)	(2.1)	(2.1)	(2.5)	(2.1)	(2.0)	(2.3)

* On a 4-point scale indicating the frequency of watching for each reason--from "1" for "never" to "4" for "usually."

Table III-4
(Continued)

	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Highly Diversified Percent
Because someone else in the household is watching and seems to be interested	9	5	8	7	12	13
(Mean Rating)	(2.4)	(2.4)	(2.0)	(2.5)	(2.6)	(2.7)
Because I start on one show and "get stuck" for the rest of the evening	8	5	9	8	4	12
(Mean Rating)	(2.1)	(2.1)	(1.9)	(1.9)	(2.1)	(2.3)
For "background" while I'm doing something else	8	5	8	8	12	10
(Mean Rating)	(2.1)	(1.8)	(2.0)	(2.1)	(2.3)	(2.3)
To get away from the ordinary cares and problems of the day	6	3	16	8	2	6
(Mean Rating)	(2.1)	(2.1)	(2.2)	(2.0)	(2.0)	(2.2)
Because I'm afraid I might be missing something good	6	4	9	6	4	12
(Mean Rating)	(2.0)	(1.9)	(2.0)	(2.0)	(2.0)	(2.4)
To be sociable when others are watching	4	6	4	4	1	4
(Mean Rating)	(2.0)	(2.0)	(1.9)	(2.0)	(1.8)	(2.2)
Because everyone I know is watching and I want to be able to talk about it afterward	4	3	4	2	2	4
(Mean Rating)	(1.7)	(1.7)	(1.5)	(1.7)	(1.6)	(2.1)
To put off something else I should do	4	3	3	2	2	5
(Mean Rating)	(1.7)	(1.5)	(1.5)	(1.6)	(1.8)	(2.0)
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

Table III-5

AVERAGE MONTHLY VIEWING FREQUENCY PER PROGRAM CATEGORY BLACKS VERSUS TOTAL SAMPLE

	Total	Money and Nature's Products	Elderly Concerns	Home and Community Centered	Family Integrated Activities	Highly Diversified
Adventure	4.14	4.32	4.59	3.77	4.41	6.77
(Index)*		(104)	(111)	(91)	(106)	(164)
Children's programs	1.36	.65	.46	1.51	3.04	2.24
(Index)*		(48)	(34)	(111)	(223)	(165)
Crime dramas	7.70	8.41	8.39	7.40	7.73	10.74
(Index)		(109)	(109)	(96)	(100)	(139)
Documentaries	.34	.44	.30	.31	.43	.43
(Index)		(129)	(88)	(91)	(126)	(126)
Dramas	4.42	4.83	5.91	5.01	5.71	5.25
(Index)		(109)	(134)	(113)	(129)	(119)
Game shows	3.56	2.45	6.03	4.29	4.37	4.39
(Index)		(69)	(169)	(120)	(123)	(123)
Movies	5.45	5.01	4.44	4.60	6.73	8.01
(Index)		(92)	(81)	(84)	(123)	(147)
Musical performances	1.02	.58	.77	.92	.79	2.15
(Index)		(57)	(75)	(90)	(77)	(211)
News/commentary	2.37	3.80	3.16	1.98	1.51	2.65
(Index)		(160)	(133)	(84)	(64)	(112)
News shows--daily	5.19	5.86	6.55	5.12	5.00	5.37
(Index)		(113)	(126)	(99)	(93)	(103)
Science fiction	1.25	.77	.94	1.00	1.07	2.18
(Index)		(61)	(75)	(80)	(86)	(174)
Situation comedies	19.15	14.78	20.18	20.81	19.76	22.63
(index)		(77)	(105)	(109)	(103)	(118)
Soap operas	3.64	2.81	7.13	6.56	5.32	4.63
(Index)		(77)	(196)	(180)	(146)	(127)
Specials	.89	1.06	.72	1.01	1.00	1.22
(Index)		(119)	(80)	(113)	(112)	(137)

* Ratio of interest segment to total average × 100

Table III-5
(Continued)

	Total	Money and Nature's Products	Elderly Concerns	Home and Community Centered	Family Integrated Activities	Highly Diversified
Sports	5.79	7.64	4.22	4.60	2.97	7.01
(Index)		(132)	(73)	(79)	(51)	(121)
Talk shows	2.90	3.28	4.03	3.44	2.79	2.61
(Index)		(113)	(139)	(119)	(96)	(93)
Theatrical performances	.63	.43	.46	.29	.44	.63
(Index)		(68)	(73)	(46)	(70)	(100)
Variety shows	3.63	4.25	5.08	3.91	3.25	4.83
(Index)		(117)	(140)	(108)	(90)	(133)
Other	.67	.91	1.28	1.10	.32	1.10
(Index)		(136)	(191)	(164)	(48)	(164)

Table III-6
AVERAGE ATTITUDE SCALE RATINGS FOR PUBLIC AND COMMERCIAL TELEVISION*

	Public TV						Commercial TV					
	Total	Money and Nature's Products	Elderly Concerns	Home and Comm. Cntrd.	Family Intgrtd. Activities	Highly Diverse.	Total	Money and Nature's Products	Elderly Concerns	Home and Comm. Cntrd.	Family Intgrtd. Activities	Highly Diverse.
Positive/Negative												
Exciting/dull	3.5	3.2	3.5	3.6	3.4	3.8	3.7	3.1	3.8	3.8	3.8	4.1
In good/bad taste	4.1	3.6	3.9	4.1	4.1	4.1	3.5	3.4	3.5	3.6	3.6	4.0
Important/unimportant	4.0	3.6	4.0	3.9	4.0	4.1	3.7	3.7	3.5	3.9	3.8	3.8
Lots of variety/all the same	3.6	3.3	3.4	3.6	3.7	3.8	3.7	3.5	3.8	3.8	3.9	3.8

* Means indicate respondent ratings on a 6-point scale for each attribute dimension, whereby a "6" would reflect complete agreement with the first adjective in each pair of opposites and a "1" would reflect complete agreement with its opposite.
Note that in the "Positive/Negative" order, a high rating is favorable, whereas in the "Negative/Positive" order, a low rating is favorable, and in the "Other" category, neither type rating is necessarily favorable.

Table III-6
(Continued)

	Public TV						Commercial TV					
	Total	Money and Nature's Products	Elderly Concerns	Home and Comm. Cntrd.	Family Intgrtd. Activities	Highly Diverse.	Total	Money and Nature's Products	Elderly Concerns	Home and Comm. Cntrd.	Family Intgrtd. Activities	Highly Diverse.
utive/Positive												
eresting/uninteresting	3.8	3.6	3.8	3.8	3.8	4.0	3.9	3.5	3.7	4.1	3.9	4.1
nderful/terrible	3.6	3.3	3.6	3.7	3.8	3.7	3.4	3.5	3.6	3.4	3.4	3.1
me/not for me	3.4	3.1	3.2	3.1	3.3	3.7	3.5	3.3	3.5	3.4	3.7	3.9
ormative/uninformative	4.1	3.5	4.2	4.1	4.4	4.1	3.8	3.8	3.9	3.9	3.8	4.0
of fun/not much fun	3.4	3.2	3.4	3.2	3.6	3.7	3.6	3.4	3.6	3.8	3.9	4.1
ginative/unimaginative	3.8	3.6	3.8	3.6	4.2	3.9	3.6	3.6	3.6	3.7	3.8	3.9
cational/uneducational	4.4	3.8	4.2	4.4	4.3	4.2	3.5	3.7	3.7	3.6	3.6	3.6
nulating/boring	3.8	3.5	3.5	3.6	4.1	3.8	3.5	3.5	3.6	3.5	3.6	3.5
erally bad/generally ellent	3.0	3.2	2.9	3.2	2.1	3.1	3.3	3.3	3.0	3.4	3.1	3.1
etting/relaxing	3.0	2.2	3.0	3.1	3.0	3.1	3.1	3.0	3.0	3.2	3.1	3.0
body cares much/on ryone's mind	3.5	3.5	3.2	3.3	3.6	3.4	3.3	3.3	3.2	3.2	3.4	3.1
ting worse/getting better	3.2	3.4	3.3	3.2	3.1	3.2	3.9	3.7	3.9	3.9	4.0	3.6
er												
"simple-minded/too ghbrow"	3.4	3.2	3.4	3.2	3.5	3.4	3.7	3.5	3.7	3.4	3.7	3.7
s the same/keeps nging	3.4	3.3	3.4	3.5	3.3	3.4	3.4	3.4	3.5	3.2	3.2	3.5
ous/playful	3.9	3.6	3.9	3.8	4.1	3.9	3.4	3.5	3.4	3.4	3.5	3.5

Table III-7

PREFERRED SOURCES OF FUNDING FOR PUBLIC TELEVISION BY INTEREST SEGMENT

	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Highly Diversified Percent
Ever supported local public television station with a donation	11	5	2	10	11	12
Prefer:						
Use of federal taxes to fund public television	13	17	14	13	13	21
State government funding of public television	10	7	9	12	13	11
Local community funds for public television	11	9	6	9	6	13
TV set tax on new TV--revenue used to support public television	6	7	10	7	5	6
National networks taxed--commercial TV networks taxed	12	14	17	9	12	9
Commercial time sold between public TV programs to support public TV	30	29	31	37	35	30
Income tax checkoff--designate portion of income tax payment	17	18	14	12	15	9
Don't know	2	1	2	2	2	2
None	*	*	*	*	1	*

* less than .5 percent.

APPENDIX A
EXHIBITS AND TABLES
FOR CHAPTERS I AND II

Exhibit A-1
NEED FACTORS

Socially Stimulating
To find that my ideas are often shared by others, to be interesting and stimulating to other people, to do things with which I am familiar, to feel good about life in general

Status Enhancement
To impress people, to feel more important than I really am, to have more influence on other people, to be like other people, to compete against others

Unique/Creative Accomplishment
To really excel in some area of my life, to be more of a leader, to feel unique and different from other people, to feel creative

Escape from Problems
To get away from the pressures and responsibilities of my home life, to get away from pressures of work, to relax, to forget my problems for a while

Family Ties
To feel closer to my family, to spend time with my family, to develop strong family ties

Understanding Others
To better understand how other people think, to better understand why people behave the way they do

Greater Self-Acceptance
To lift my spirits, to understand myself better, to overcome loneliness, to feel I am using my time in the best way possible

Escape from Boredom
To be entertained, to kill time, to escape from the reality of everyday life, to experience again events and places I enjoyed in the past

Intellectual Stimulation and Growth
To find out more about how things work, to learn new thoughts and ideas, to learn about new things to do, to learn about new places to see

Table A-1

MEAN NEED FACTOR SCORES FOR INTEREST SEGMENTS

	Total	Money and Nature's Products	Elderly Concerns	Home and Community Centered	Family Integrated Activities	Highly Diversified
Socially stimulating*	−.01	.20	.26	.17	−.04	.05
Status enhancement*	.10	−.11	.25	.12	.38	.24
Unique/creative accomplishment*	−.01	.12	.57	.25	−.05	.22
Escape from problems*	.01	.20	−.10	.13	−.08	.05
Family ties*	−.02	−.19	.10	−.17	−.38	.08
Understanding others*	−.01	.08	−.17	−.12	−.10	−.14
Greater self-acceptance*	−.02	−.31	.22	.11	.17	.12
Escape from boredom*	.04	.11	−.05	−.02	.11	.07
Intellectual stimulation and growth*	.02	−.08	−.58	−.16	.01	.35
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

* Negative factors: negative means indicate higher scores

Table A-2

OVERALL TELEVISION EXPOSURE AND IN-HOME AVAILABILITY BY MINORITY SEGMENT

	Television Exposure Index*	In-Home Availability Index*	Television Share of In-Home Time Index*
Blacks (Approximate n = 529)	128%	90%	14
Hispanics (Approximate n = 345)	107%	97%	111%
Elderly (Approximate n = 405)	115%	117%	99%
Entire population (Approximate n = 2,476)	(35.7)	(107.2)	(33.3)
	(Hours/week)	(Hours/week)	(share of in-home hours exposed to television)

* Ratios of minority to total averages × 100 (e.g., mean black viewing hours per week = 45.6; 45.6/35.7 × 100 = 128)

Table A-3

TIME OF DAY PUBLIC TELEVISION USUALLY VIEWED

	Total Percent	Black Percent	Hispanic Percent	Elderly Percent
Morning (7 a.m. to Noon)	4	3	10	6
Afternoon (Noon to 4 p.m.)	4	7	4	1
Early evening (4 p.m. to 7 p.m.)	10	12	14	5
Evening (7 p.m. to 11 p.m.)	27	21	18	24
Late at night (11 p.m. or later)	2	2	5	*
Don't know	9	12	7	9
Never watch	47	44	45	58
Approximate n =	(2,476)	(529)	(345)	(405)

* Less than .5 percent.

Table A-4

IN-HOME AVAILABILITY OF TOTAL SAMPLE

Percent of total sample usually home during:	Weekdays Percent	Saturday Percent	Sunday Percent
6 a.m. to 9 a.m.	60	77	78
9 a.m. to Noon	38	62	55
Noon to 3 p.m.	37	52	59
3 p.m. to 5 p.m.	49	54	60
5 p.m. to 7 p.m.	74	65	67
7 p.m. to Midnight	82	70	78
Midnight to 6 a.m.	82	81	81
(Mean hours home per day)	(15.1)	(15.5)	(16.0)
Approximate n =	(2,476)		

Table A-5

IN-HOME AVAILABILITY OF BLACK SAMPLE

Percent of blacks usually home during:	Weekdays Percent	Saturday Percent	Sunday Percent
6 a.m. to 9 a.m.	55	68	67
9 a.m. to Noon	34	60	48
Noon to 3 p.m.	37	52	52
3 p.m. to 5 p.m.	48	46	58
5 p.m. to 7 p.m.	73	61	58
7 p.m. to Midnight	80	66	71
Midnight to 6 a.m.	72	71	70
(Mean hours home per day)	(13.8)	(14.2)	(13.4)
Approximate n =	(529)		

Table A-6

IN-HOME AVAILABILITY OF HISPANIC SAMPLE

Percent of Hispanics usually home during:	Weekdays Percent	Saturday Percent	Sunday Percent
6 a.m. to 9 a.m.	59	77	78
9 a.m. to Noon	32	65	64
Noon to 3 p.m.	33	46	53
3 p.m. to 5 p.m.	48	46	52
5 p.m. to 7 p.m.	70	58	61
7 p.m. to Midnight	82	68	74
Midnight to 6 a.m.	82	79	80
(Mean hours home per day)	(14.7)	(15.0)	(15.9)
Approximate n =	(345)		

Table A-7

IN-HOME AVAILABILITY OF ELDERLY SAMPLE

Percent of elderly usually home during:	Weekdays Percent	Saturday Percent	Sunday Percent
6 a.m. to 9 a.m.	82	83	82
9 a.m. to Noon	66	68	52
Noon to 3 p.m.	61	65	64
3 p.m. to 5 p.m.	63	64	66
5 p.m. to 7 p.m.	87	82	78
7 p.m. to Midnight	88	86	84
Midnight to 6 a.m.	82	84	82
(Mean hours home per day)	(18.1)	(17.4)	(17.0)
Approximate n =	(405)		

Table A-8

TV EXPOSURE PATTERNS FOR TOTAL SAMPLE

Percent of total sample who usually watch during:	Weekdays Percent	Saturday Percent	Sunday Percent
7 a.m. to 8 a.m.	14	11	10
8 a.m. to 9 a.m.	14	14	12
9 a.m. to 10 a.m.	13	16	11
10 a.m. to 11 a.m.	14	17	12
11 a.m. to Noon	16	17	13
Noon to 1 p.m.	21	20	19
1 p.m. to 2 p.m.	21	21	26
2 p.m. to 3 p.m.	20	22	28
3 p.m. to 4 p.m.	23	22	28
4 p.m. to 5 p.m.	26	22	27
5 p.m. to 6 p.m.	40	31	34
6 p.m. to 7 p.m.	56	41	43
7 p.m. to 8 p.m.	60	47	51
8 p.m. to 9 p.m.	73	57	60
9 p.m. to 10 p.m.	70	56	58
10 p.m. to 11 p.m.	55	46	44
11 p.m. to Midnight	32	31	23
Midnight to 1 a.m.	18	18	10
1 a.m. and later	11	12	7
(Mean hours viewed)	(25.3)	(5.2)	(5.1)
Approximate n =	(2,476)		

Table A-9

TV EXPOSURE PATTERNS FOR BLACK SAMPLE

Percent of blacks who usually watch during:	Weekdays Percent	Saturday Percent	Sunday Percent
7 a.m. to 8 a.m.	26	24	18
8 a.m. to 9 a.m.	24	29	22
9 a.m. to 10 a.m.	24	37	28
10 a.m. to 11 a.m.	25	37	24
11 a.m. to Noon	26	39	23
Noon to 1 p.m.	30	37	27
1 p.m. to 2 p.m.	30	34	32
2 p.m. to 3 p.m.	31	33	34
3 p.m. to 4 p.m.	35	34	38
4 p.m. to 5 p.m.	40	32	37
5 p.m. to 6 p.m.	55	42	42
6 p.m. to 7 p.m.	66	47	47
7 p.m. to 8 p.m.	70	53	52
8 p.m. to 9 p.m.	80	58	58
9 p.m. to 10 p.m.	77	57	57
10 p.m. to 11 p.m.	63	52	47
11 p.m. to Midnight	48	42	26
Midnight to 1 a.m.	33	31	18
1 a.m. and later	27	26	16
(Mean hours viewed)	(31.7)	(7.4)	(6.5)
Approximate n =	(529)		

Table A-10
TV EXPOSURE PATTERNS FOR HISPANIC SAMPLE

Percent of Hispanics who usually watch during:	Weekdays Percent	Saturday Percent	Sunday Percent
7 a.m. to 8 a.m.	16	11	8
8 a.m. to 9 a.m.	14	15	10
9 a.m. to 10 a.m.	16	21	14
10 a.m. to 11 a.m.	16	25	18
11 a.m. to Noon	19	21	16
Noon to 1 p.m.	19	18	20
1 p.m. to 2 p.m.	19	20	24
2 p.m. to 3 p.m.	18	21	24
3 p.m. to 4 p.m.	26	23	24
4 p.m. to 5 p.m.	30	24	24
5 p.m. to 6 p.m.	40	30	30
6 p.m. to 7 p.m.	56	39	43
7 p.m. to 8 p.m.	70	54	57
8 p.m. to 9 p.m.	79	61	65
9 p.m. to 10 p.m.	79	61	63
10 p.m. to 11 p.m.	64	56	54
11 p.m. to Midnight	34	34	27
Midnight to 1 a.m.	17	22	13
1 a.m. and later	11	12	9
(Mean hours viewed per day)	(27.2)	(5.7)	(5.4)
Approximate n =	(345)		

Table A-11
TV EXPOSURE PATTERNS FOR ELDERLY SAMPLE

Percent of elderly who usually watch during:	Weekdays Percent	Saturday Percent	Sunday Percent
7 a.m. to 8 a.m.	21	12	15
8 a.m. to 9 a.m.	20	14	20
9 a.m. to 10 a.m.	18	13	16
10 a.m. to 11 a.m.	20	10	12
11 a.m. to Noon	21	11	12
Noon to 1 p.m.	32	23	20
1 p.m. to 2 p.m.	29	22	24
2 p.m. to 3 p.m.	29	22	26
3 p.m. to 4 p.m.	26	18	21
4 p.m. to 5 p.m.	29	18	22
5 p.m. to 6 p.m.	49	38	39
6 p.m. to 7 p.m.	70	60	56
7 p.m. to 8 p.m.	67	56	57
8 p.m. to 9 p.m.	76	65	64
9 p.m. to 10 p.m.	63	53	55
10 p.m. to 11 p.m.	48	42	44
11 p.m. to Midnight	26	22	20
Midnight to 1 a.m.	10	10	7
1 a.m. and later	5	4	4
(Mean hours viewed per day)	(30.7)	(5.1)	(5.3)
Approximate n =	(405)		

Table A-12

INFLUENCES ON TV PROGRAM SELECTION*

	Total Percent	Black Percent	Hispanic Percent	Elderly Percent
Watch same shows because I like them and know when they are on	3.3	3.4	3.3	3.6
Make selections from *TV Guide* or weekly guides in newspapers	2.9	2.9	2.9	2.8
Watch shows picked by other family members	2.8	2.7	2.9	2.3
Select programs from ads made for them on TV	2.7	2.9	2.7	2.5
Switch channels until I find something interesting	2.6	2.7	2.8	2.5
Follow recommendations of friends	2.4	2.5	2.4	2.3
Select programs from ads on radio/newspapers/magazines	2.3	2.4	2.2	2.4
Look up TV shows several days in advance	2.3	2.6	2.4	2.3
Read listings each day in the newspaper	2.2	2.4	2.2	2.4
Watch one program and then just leave set on	2.0	2.2	2.2	1.9
Follow recommendations given to children by teachers	1.8	2.1	2.1	1.2
Approximate n =	(2,476)	(529)	(345)	(405)

* Mean importance ratings of each source of influence, based on 4-point scale: 1 = "Never" (influences show selection) 4 = "Very Often" (influences show selection).

Table A-13
AVERAGE HOURS OF RADIO EXPOSURE PER DAY

	Total	Black	Hispanic	Elderly
Weekdays	2.8	2.8	2.7	1.8
Saturday	2.2	2.6	2.5	1.4
Sunday	1.9	2.1	2.1	1.2
Approximate n =	(2,476)	(529)	(345)	(405)

Table A-14
PREFERENCE FOR AM/FM RADIO STATIONS

Percent of respondents who listen:	Total Percent	Black Percent	Hispanic Percent	Elderly Percent
Only to AM	17	12	23	27
Mostly to AM	17	14	15	18
AM and FM about equally	27	44	34	22
Mostly to FM	20	14	16	10
Only to FM	10	6	3	3
Never listen at all	10	9	8	20
Approximate n =	(2,476)	(529)	(345)	(405)

Table A-15

TYPES OF RADIO PROGRAMMING PREFERRED*

	Total	Black	Hispanic	Elderly
Classical	1.5	1.5	1.6	1.3
Country music	2.0	1.6	1.9	1.8
Disco music	1.9	2.6	2.4	1.0
Golden oldies from the 50s and 60s	2.1	2.0	2.2	1.7
Jazz	1.6	2.3	1.8	1.2
Mostly instrumental background music	1.9	2.1	1.9	1.6
Popular music	2.4	2.4	2.6	1.6
Rhythm and blues	1.8	2.4	1.7	1.3
Rock music	2.1	2.3	2.3	1.0
All-news station	2.0	2.1	2.0	2.3
Black programming	1.2	2.4	1.2	1.0
Educational/instructional programming	1.3	1.8	1.4	1.2
Farm programs	1.2	1.3	1.2	1.2
Radio drama	1.2	1.4	1.3	1.0
Religious programs	1.5	2.1	1.5	1.6
Spanish programming	1.0	1.1	2.2	0.9
Sports programming	1.7	2.0	1.8	1.4
Talk, phone-in shows	1.5	1.8	1.4	1.2
Top hits of the week	2.2	2.6	2.5	1.2
Approximate n =	(2,476)	(529)	(345)	(405)

* Means based on 4-point scale designating frequency of listening to each type program: 1 = "Never," 4 = "Very Often."

Table A-16
PUBLIC RADIO LISTENERSHIP

Percent who listen:	Total Percent	Black Percent	Hispanic Percent	Elderly Percent
Never	61	52	62	72
Almost never	13	14	11	7
Sometimes	15	18	17	7
Very often	5	6	5	4
Don't know	7	10	5	10
Approximate n =	(2,476)	(529)	(345)	(405)

Table A-17
REGULAR READERSHIP OF SPECIAL NEWSPAPER PUBLICATIONS

Percent who usually read:	Total Percent	Black Percent	Hispanic Percent	Elderly Percent
Sunday newspaper supplements	35	28	23	30
Regular Sunday newspapers	71	70	66	74
Local weekly newspapers	48	43	37	49
National newspapers	4	5	4	2
Approximate n =	(2,476)	(529)	(345)	(405)

Table A-18
NEWSPAPER SECTIONS READ

Percent who frequently read:	Total Percent	Black Percent	Hispanic Percent	Elderly Percent
World news	56	52	50	66
National news	57	52	49	64
Local news	71	64	60	82
Editorial pages	40	26	22	55
Gardening	24	14	9	40
Travel	23	15	17	31
Cooking	28	27	19	37
Advertising	45	39	40	47
Social news	32	29	21	36
Entertainment	47	46	39	38
Comics	45	46	38	37
Personal advice	36	30	29	39
Sports	42	47	38	43
Business	26	20	13	29
Real estate	20	13	9	14
Never read any newspaper	12	13	19	11
Approximate n =	(2,476)	(529)	(345)	(405)

Table A-19
REGULAR MAGAZINE READERSHIP

Percent who regularly read:	Total Percent	Black Percent	Hispanic Percent	Elderly Percent
Automotive	9	12	11	2
Black	7	53	6	3
Business/finance	10	12	10	6
Fashion	9	14	10	2
General	53	44	52	48
Home service/home	28	27	25	23
Mechanics	11	8	12	6
Men's	17	23	18	6
News	26	26	23	16
Outdoor	15	12	14	8
Romance	9	15	16	4
Select	30	20	24	24
Sports	20	27	22	8
Women's service	42	39	36	38
Miscellaneous	5	4	4	2
Grand net regular magazine readers	80	80	71	64
Approximate n =	(2,476)	(529)	(345)	(405)

Table A-20
USUAL SOURCES OF TV PROGRAM INFORMATION

Percent who usually consult:	Total Percent	Black Percent	Hispanic Percent	Elderly Percent
TV Guide	40	40	55	27
Sunday newspaper TV bulletin or magazine	26	26	16	29
Daily newspaper TV listing	20	20	14	30
Daily program listing shown on TV channel	6	6	8	6
Other	12	12	8	15
Never watch TV	1	1	1	1
Approximate n =	(2,476)	(529)	(345)	(405)

APPENDIX B
EXHIBITS AND TABLES FOR CHAPTER III

Table B-1
OVERALL TELEVISION EXPOSURE AND IN-HOME AVAILABILITY BY INTEREST SEGMENT

	Television Exposure Index*	In-Home Availability Index*	Television Share of In-Home Time Index*
Money and Nature's Products	98%	100%	100%
Elderly Concerns	118%	123%	97%
Arts and Cultural Activities	97%	104%	94%
Home and Community Centered	92%	102%	91%
Family Integrated Activities	106%	111%	97%
Competitive Sports and Science/Engineering	101%	90%	115%
Indoor Games and Social Activities	114%	100%	115%
Detached	93%	95%	100%
Highly Diversified	120%	89%	136%
Entire Population	(35.7) (hours/week)	(107.2) (hours/week)	(33.3) (share of inhome hours exposed to television)

* Ratios of interest segment to total averages × 100 (e.g., mean Money and Nature's Products viewing hours per week = 35.0; 35.0/35.7 × 100 = 98).

Table B-2

DEMOGRAPHIC PROFILE OF "MONEY AND NATURE'S PRODUCTS" SEGMENT COMPARISON OF ELDERLY VERSUS TOTAL

	Money and Nature's Products Segment	
	Total	Elderly
Sex (percent female)	23	26
Age (years)	53	69
Marital status (percent)		
Married	82	78
Widowed	10	18
Adults in segment with children		
Percent	41	13
Children's age (years)	13	12
Urban/non-urban (percent)		
Central City	12	14
Suburb	35	25
Non-Metro	53	62
Region (percent)		
Northeast	25	30
Central	18	16
South	41	40
West	16	14
Income ($000)	14.6	10.5
Employment status (percent)*		
Full-time	41	8
Retired	39	83
Occupation (percent)		
White Collar	13	13
Managerial/Professional	35	42
Blue Collar	36	37
Homemaker	10	8
Student	4	—
Education (percent)		
Grammar School	21	26
High School	44	41
College	35	33
Approximate n =	(162)	(55)

* Does not sum to 100% owing to omission of part-time temporary, unemployed, armed forces, students and homemakers.

Table B-3

DEMOGRAPHIC PROFILE OF "ELDERLY CONCERNS" SEGMENT COMPARISON OF BLACK AND ELDERLY VERSUS TOTAL

		Elderly Concerns Segment	
	Total	Black	Elderly
Sex (percent female)	71	58	72
Age (years)	61	54	71
Marital status (percent)			
Married	56	55	48
Widowed	35	31	47
Adults in segment with children			
Percent	18	31	7
Children's age (years)	12	12	14
Urban/non-urban (percent)			
Central City	23	27	27
Suburb	30	22	24
Non-Metro	47	51	48
Region (percent)			
Northeast	21	1	22
Central	25	27	30
South	40	64	40
West	14	8	8
Income ($000)	6.9	5.9	4.7
Employment Status (percent)**			
Full-time	17	30	3
Retired	40	25	58
Occupation (percent)			
White Collar	21	33	20
Managerial/Professional	6	*	9
Blue Collar	36	38	37
Homemaker	34	24	34
Student	3	4	–
Education (percent)			
Grammar School	31	60	38
High School	60	32	52
College	9	8	10
Approximate n =	(185)	(47)	(108)

* Less than 0.5 percent.

** Does not sum to 100% owing to omission of part-time, temporary, unemployed, armed forces, students and homemakers percent.

Table B-4

DEMOGRAPHIC PROFILE OF "HOME AND COMMUNITY CENTERED" SEGMENT--COMPARISON OF BLACK, HISPANIC AND ELDERLY VERSUS TOTAL

	Total	Home and Community Centered Segment		
		Black	Hispanic*	Elderly*
Sex (percent female)	84	62	93	72
Age (years)	44	34	44	68
Marital status (percent)				
Married	71	32	66	72
Widowed	10	8	8	26
Adults in segment with children				
Percent	54	46	83	2
Children's age (years)	11	10	14	14
Urban/non-urban (percent)				
Central City	20	77	67	8
Suburb	48	7	23	57
Non-Metro	32	16	10	35
Region (percent)				
Northeast	21	2	33	2
Central	25	42	3	15
South	33	56	7	36
West	21	0	57	47
Income ($000)	14.3	7.8	10.1	15.6
Employment status (percent)**				
Full-time	25	48	30	11
Retired	18	7	7	63
Occupation (percent)				
White Collar	29	32	20	28
Managerial/Professional	18	13	10	39
Blue Collar	13	23	13	14
Homemaker	35	24	57	18
Student	4	8	3	–

Table B-4
(Continued)

Education (percent)				
Grammar School	14	7	57	32
High School	62	38	30	51
College	24	55	13	17
Approximate n =	(199)	(46)	(30)	(27)

* Small "n"

** Does not sum to 100 percent owing to omission of part-time, temporary, unemployed, armed forces, students and homemakers.

Table B-5

DEMOGRAPHIC PROFILE OF "FAMILY INTEGRATED ACTIVITIES" SEGMENT COMPARISON OF HISPANIC VERSUS TOTAL

	Family Integrated Activities Segment*	
	Total	Hispanic
Sex (percent female)	87	93
Age (years)	35	30
Marital status (percent)		
Married	81	77
Widowed	3	2
Adults in segment with children		
Percent	75	74
Children's age (years)	9	10
Urban/non-urban (percent)		
Central City	22	28
Suburb	49	38
Non-Metro	29	34
Region (percent)		
Northeast	31	26
Central	34	18
South	27	7
West	9	48
Income ($000)	16.1	11.6
Employment status (percent)**		
Full-time	36	11
Retired	5	–
Occupation (percent)		
White Collar	31	33
Managerial/Professional	12	4
Blue Collar	17	4
Homemaker	34	44
Student	5	15
Education (percent)		
Grammar School	4	6
High School	68	69
College	28	26
Approximate n =	(189)	(27)

* Small "n"

** Does not sum to 100 percent owing to omission of part-time, temporary, unemployed, armed forces, students and homemakers.

Table B-6

DEMOGRAPHIC PROFILE OF "HIGHLY DIVERSIFIED" SEGMENT COMPARISON OF BLACK AND HISPANIC VERSUS TOTAL

	Total	Highly Diversified Segment Black	Hispanic
Sex (percent female)	51	49	63
Age (years)	34	34	32
Marital status (percent)			
Married	61	58	46
Widowed	6	3	2
Adults in segment with children (under 13 yrs.)			
Percent	56	60	59
Children's age (years)	10	10	10
Urban/non-urban (percent)			
Central City	25	38	44
Suburb	33	23	20
Non-Metro	42	38	36
Region (percent)			
Northeast	15	11	11
Central	19	12	17
South	49	61	9
West	18	16	63
Income ($000)	12.7	9.9	8.5
Employment status (percent)*			
Full-time	52	45	22
Retired	3	7	4
Occupation (percent)			
White Collar	20	20	24
Managerial/Professional	15	24	7
Blue Collar	30	26	16
Homemaker	21	11	33
Student	14	19	20
Education (percent)			
Grammar School	8	7	29
High School	62	62	60
College	30	31	11
Approximate n =	(226)	(109)	(46)

* Does not sum to 100 percent owing to omission of part-time, temporary, unemployed, armed forces, students and homemakers.

Table B-7

TIME OF DAY PUBLIC TELEVISION USUALLY VIEWED

	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Highly Diversified Percent
Morning (7 a.m. to noon)	4	1	5	10	10	6
Afternoon (noon to 4 p.m.)	3	*	1	4	5	6
Early evening (4 p.m. to 7 p.m.)	10	9	1	11	11	17
Evening (7 p.m. to 11 p.m.)	27	21	11	22	27	20
Late at night (11 p.m. or later)	2	*	1	*	1	2
Don't know	9	9	14	6	9	7
Never watch	46	63	69	49	41	45
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

* Less than .5 percent.

Table B-8

IN-HOME AVAILABILITY OF "MONEY AND NATURE'S PRODUCTS" SEGMENT

Percent of interest segment usually home during:	Weekdays Percent	Saturday Percent	Sunday Percent
6 a.m. to 9 a.m.	69	79	79
9 a.m. to Noon	44	55	49
Noon to 3 p.m.	38	59	60
3 p.m. to 5 p.m.	37	55	56
5 p.m. to 7 p.m.	75	69	66
7 p.m. to Midnight	82	72	78
Midnight to 6 a.m.	77	80	78
(Mean hours home per day)	(15.2)	(15.5)	(16.0)
Approximate n =	(162)		

Table B-9

IN-HOME AVAILABILITY OF "ELDERLY CONCERNS" SEGMENT

Percent of interest segment usually home during:	Weekdays Percent	Saturday Percent	Sunday Percent
6 a.m. to 9 a.m.	80	86	84
9 a.m. to Noon	73	71	53
Noon to 3 p.m.	68	67	64
3 p.m. to 5 p.m.	69	64	70
5 p.m. to 7 p.m.	90	84	81
7 p.m. to Midnight	87	89	84
Midnight to 6 a.m.	86	87	82
(Mean hours home per day)	(19.2)	18.6)	(17.8)
Approximate n =	(185)		

Table B-10

IN-HOME AVAILABILITY OF "HOME AND COMMUNITY CENTERED" SEGMENT

Percent of interest segment usually home during:	Weekdays Percent	Saturday Percent	Sunday Percent
6 a.m. to 9 a.m.	75	77	81
9 a.m. to Noon	58	60	51
Noon to 3 p.m.	52	55	61
3 p.m. to 5 p.m.	60	62	68
5 p.m. to 7 p.m.	82	67	70
7 p.m. to Midnight	82	66	76
Midnight to 6 a.m.	84	80	86
(Mean hours home per day)	(16.0)	(14.6)	(15.3)
Approximate n =	(199)		

Table B-11

IN-HOME AVAILABILITY OF "FAMILY INTEGRATED" SEGMENT

Percent of interest segment usually home during:	Weekdays Percent	Saturday Percent	Sunday Percent
6 a.m. to 9 a.m.	70	85	81
9 a.m. to Noon	56	71	53
Noon to 3 p.m.	50	60	59
3 p.m. to 5 p.m.	57	65	56
5 p.m. to 7 p.m.	78	71	58
7 p.m. to Midnight	83	76	79
Midnight to 6 a.m.	91	90	90
(Mean hours home per day)	(17.1)	(16.8)	(16.4)
Approximate n =	(189)		

Table B-12

IN-HOME AVAILABILITY OF "HIGHLY DIVERSIFIED" SEGMENT

Percent of interest segment usually home during:	Weekdays Percent	Saturday Percent	Sunday Percent
6 a.m. to 9 a.m.	51	71	75
9 a.m. to Noon	29	58	58
Noon to 3 p.m.	35	50	60
3 p.m. to 5 p.m.	55	47	60
5 p.m. to 7 p.m.	72	58	64
7 p.m. to Midnight	81	71	70
Midnight to 6 a.m.	74	73	72
(Mean hours home per day)	(13.9)	(14.8)	(14.8)
Approximate n =	(226)		

Table B-13

TV EXPOSURE PATTERNS FOR "MONEY AND NATURE'S PRODUCTS" SEGMENT

Percent of interest segment who usually watch during:	Weekdays Percent	Saturday Percent	Sunday Percent
7 a.m. to 8 a.m.	17	12	14
8 a.m. to 9 a.m.	16	14	18
9 a.m. to 10 a.m.	13	8	10
10 a.m. to 11 a.m.	13	8	9
11 a.m. to Noon	16	10	13
Noon to 1 p.m.	23	20	24
1 p.m. to 2 p.m.	18	24	35
2 p.m. to 3 p.m.	15	26	41
3 p.m. to 4 p.m.	14	20	38
4 p.m. to 5 p.m.	16	19	34
5 p.m. to 6 p.m.	38	33	42
6 p.m. to 7 p.m.	59	48	47
7 p.m. to 8 p.m.	60	47	48
8 p.m. to 9 p.m.	70	53	56
9 p.m. to 10 p.m.	59	51	48
10 p.m. to 11 p.m.	53	42	44
11 p.m. to Midnight	32	28	27
Midnight to 1 a.m.	19	18	14
1 a.m. and later	11	8	6
(Mean hours viewed)	(24.5)	(4.9)	(4.9)
Approximate n =	(162)		

Table B-14

TV EXPOSURE PATTERNS FOR "ELDERLY CONCERNS" SEGMENT

Percent of interest segment who usually watch during:	Weekdays Percent	Saturday Percent	Sunday Percent
7 a.m. to 8 a.m.	24	16	19
8 a.m. to 9 a.m.	20	15	21
9 a.m. to 10 a.m.	18	15	14
10 a.m. to 11 a.m.	21	11	13
11 a.m. to Noon	24	12	11
Noon to 1 p.m.	40	23	23
1 p.m. to 2 p.m.	37	19	21
2 p.m. to 3 p.m.	38	21	25
3 p.m. to 4 p.m.	31	16	18
4 p.m. to 5 p.m.	32	18	19
5 p.m. to 6 p.m.	47	38	34
6 p.m. to 7 p.m.	62	59	52
7 p.m. to 8 p.m.	68	61	58
8 p.m. to 9 p.m.	77	69	65
9 p.m. to 10 p.m.	59	51	51
10 p.m. to 11 p.m.	46	41	39
11 p.m. to Midnight	21	17	15
Midnight to 1 a.m.	11	7	6
1 a.m. and later	6	4	6
(Mean hours viewed per day)	(31.7)	(5.2)	(5.1)
Approximate n =	(185)		

Table B-15

TV EXPOSURE PATTERNS FOR "HOME AND COMMUNITY" CENTERED SEGMENT

Percent of interest segment who usually watch during:	Weekdays Percent	Saturday Percent	Sunday Percent
7 a.m. to 8 a.m.	18	8	8
8 a.m. to 9 a.m.	17	10	10
9 a.m. to 10 a.m.	16	6	9
10 a.m. to 11 a.m.	21	8	6
11 a.m. to Noon	20	9	5
Noon to 1 p.m.	30	15	5
1 p.m. to 2 p.m.	32	11	15
2 p.m. to 3 p.m.	31	13	15
3 p.m. to 4 p.m.	22	16	18
4 p.m. to 5 p.m.	18	18	20
5 p.m. to 6 p.m.	36	25	25
6 p.m. to 7 p.m.	47	32	32
7 p.m. to 8 p.m.	50	38	45
8 p.m. to 9 p.m.	73	56	54
9 p.m. to 10 p.m.	69	54	49
10 p.m. to 11 p.m.	51	41	39
11 p.m. to Midnight	21	23	18
Midnight to 1 a.m.	11	11	5
1 a.m. and later	3	4	2
(Mean hours viewed per day)	(25.1)	(4.0)	(3.8)
Approximate n =	(199)		

Table B-16

TV EXPOSURE PATTERNS FOR "FAMILY INTEGRATED ACTIVITIES" SEGMENT

Percent of interest segment who usually watch during:	Weekdays Percent	Saturday Percent	Sunday Percent
7 a.m. to 8 a.m.	11	6	4
8 a.m. to 9 a.m.	16	13	9
9 a.m. to 10 a.m.	20	16	9
10 a.m. to 11 a.m.	19	13	8
11 a.m. to Noon	24	14	12
Noon to 1 p.m.	24	13	10
1 p.m. to 2 p.m	28	16	17
2 p.m. to 3 p.m.	28	21	19
3 p.m. to 4 p.m.	25	20	21
4 p.m. to 5 p.m.	28	19	22
5 p.m. to 6 p.m.	31	22	27
6 p.m. to 7 p.m.	50	35	39
7 p.m. to 8 p.m.	51	45	50
8 p.m. to 9 p.m.	77	65	69
9 p.m. to 10 p.m.	72	62	71
10 p.m. to 11 p.m.	64	55	58
11 p.m. to Midnight	35	38	28
Midnight to 1 a.m.	19	20	10
1 a.m. and later	10	12	5
(Mean hours viewed per day)	(27.7)	(5.1)	(4.9)
Approximate n =	(189)		

Table B-17

TV EXPOSURE PATTERNS FOR "HIGHLY DIVERSIFIED" SEGMENT

Percent of interest segment who usually watch during:	Weekdays Percent	Saturday Percent	Sunday Percent
7 a.m. to 8 a.m.	20	18	18
8 a.m. to 9 a.m.	16	20	23
9 a.m. to 10 a.m.	15	30	25
10 a.m. to 11 a.m.	15	31	21
11 a.m. to Noon	18	33	25
Noon to 1 p.m.	30	34	32
1 p.m. to 2 p.m.	26	31	35
2 p.m. to 3 p.m.	24	26	35
3 p.m. to 4 p.m.	30	24	32
4 p.m. to 5 p.m.	40	27	34
5 p.m. to 6 p.m.	52	36	38
6 p.m. to 7 p.m.	70	43	40
7 p.m. to 8 p.m.	68	55	53
8 p.m. to 9 p.m.	79	64	60
9 p.m. to 10 p.m.	72	56	57
10 p.m. to 11 p.m.	60	53	49
11 p.m. to Midnight	37	36	22
Midnight to 1 a.m.	23	26	18
1 a.m. and later	20	21	16
(Mean hours viewed per day)	(30.0)	(6.7)	(6.3)
Approximate n =	(226)		

Table B-18

INFLUENCES ON TV PROGRAM SELECTION* BY INTEREST SEGMENT

	Total	Money and Nature's Products	Elderly Concerns	Home and Community Centered	Family Integrated Activities	Highly Diversified
Watch same shows because I like them and know when they are on	3.3	3.3	3.6	3.5	3.3	3.4
Make selections from *TV Guide* or weekly guides in newspapers	2.9	2.8	2.8	2.9	3.2	3.1
Watch shows picked by other family members	2.8	2.8	2.3	3.1	3.2	2.9
Select programs from ads made for them on TV	2.7	2.6	2.4	2.7	3.0	3.0
Switch channels until I find something interesting	2.6	2.5	2.4	2.6	2.4	3.0
Follow recommendations of friends	2.4	2.2	2.2	2.4	2.6	2.6
Select programs from ads on radio/newspapers/magazines	2.3	2.2	2.2	2.3	2.4	2.4
Look up TV shows several days in advance	2.3	2.1	2.1	2.4	2.5	2.7
Read listings each day in the newspaper	2.2	2.2	2.2	2.3	2.2	2.5
Watch one program and then just leave set on	2.0	2.0	1.8	1.9	2.0	2.2
Follow recommendations given to children by teachers	1.8	1.5	1.3	2.0	2.2	2.1
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

* Mean importance rating of each source of influence, based on 4-point scale: 1 = "Never" (influences show selection), 4 = "Very Often" (influences show selection).

Table B-19

AVERAGE HOURS OF RADIO EXPOSURE PER DAY

	Total	Money and Nature's Products	Elderly Concerns	Home and Community Centered	Family Integrated Activities	Highly Diversified
Weekday	2.8	2.0	1.9	2.9	3.6	3.3
Saturday	2.2	1.4	1.6	1.8	2.2	3.1
Sunday	1.9	1.0	1.3	1.3	1.9	2.8
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

Table B-20

PREFERENCE FOR AM/FM RADIO STATIONS

Percent of interest segments who listen:	Total	Money and Nature's Products	Elderly Concerns	Home and Community Centered	Family Integrated Activities	Highly Diversified
Only to AM	17	24	28	17	21	12
Mostly to AM	17	18	13	15	19	15
AM and FM about equally	27	26	18	39	24	39
Mostly to FM	20	10	11	15	22	20
Only to FM	10	2	6	7	8	8
Never listen at all	10	20	24	8	5	5
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

Table B-21

TYPES OF RADIO PROGRAMMING PREFERRED*

	Total	Money and Nature's Products	Elderly Concerns	Home and Community Centered	Family Integrated Activities	Highly Diversified
Classical	1.5	1.0	1.2	1.6	1.3	1.8
Country Music	2.0	2.0	1.8	2.4	2.0	2.2
Disco music	1.9	1.2	1.2	1.7	2.1	2.6
Golden oldies from the 50s and 60s	2.1	1.7	1.5	2.3	2.4	2.4
Jazz	1.6	1.2	1.1	1.5	1.6	2.3
Mostly instrumental background music	1.9	1.5	1.3	2.2	2.1	2.3
Popular music	2.4	1.8	1.4	2.4	2.9	2.8
Rhythm and blues	1.8	1.3	1.3	1.8	1.8	2.3
Rock music	2.1	1.3	1.2	2.0	2.6	2.6
All-news stations	2.0	2.1	2.0	2.1	2.2	2.3
Black programming	1.2	.9	1.0	1.2	1.1	1.9
Educational/instructional programming	1.4	1.2	1.0	1.6	1.4	1.9
Farm programs	1.2	1.5	1.1	1.2	1.1	1.6
Radio drama	1.2	.9	.9	1.2	1.2	1.5
Religious programs	1.5	1.4	1.6	1.8	1.3	2.1
Spanish programming	1.0	.8	.8	1.1	1.0	1.2
Sports programming	1.7	1.6	1.2	1.4	1.5	2.2
Talk, phone-in shows	1.5	1.2	1.1	1.4	1.6	1.9
Top hits of the week	2.2	1.5	1.3	2.2	2.6	2.7
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

* Means based on 4-point scale designating frequency of listening to each type of programming: 1 = "Never," 4 = "Very Often."

Table B-22

PUBLIC RADIO LISTENERSHIP

Percent who listen:	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Highly Diversified Percent
Never	61	69	73	63	60	41
Almost never	13	12	8	10	17	22
Sometimes	15	10	3	15	16	25
Very often	5	6	3	3	2	4
Don't know	7	4	14	9	5	7
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

Table B-23

REGULAR READERSHIP OF SPECIAL NEWSPAPER PUBLICATIONS

Percent of respondents who usually read:	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Highly Diversified Percent
Sunday newspaper supplements	35	25	24	32	49	34
Regular Sunday newspapers	71	71	67	81	69	65
Local weekly newspapers	48	45	50	55	49	58
National newspapers	4	3	–	7	4	8
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

Table B-24
NEWSPAPER SECTIONS READ

Percent of respondents who frequently read:	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Highly Diversified Percent
World news	56	67	59	42	53	55
National news	57	61	55	55	59	48
Local news	71	80	74	76	77	73
Editorial pages	40	46	37	50	40	27
Gardening	24	33	33	37	38	25
Travel	23	29	23	25	22	21
Cooking	28	16	41	52	49	28
Advertising	45	52	49	60	60	49
Social news	32	32	34	46	42	41
Entertainment	47	31	32	62	57	53
Comics	45	40	30	45	44	51
Personal advice	36	22	35	59	53	36
Sports	42	56	26	35	21	49
Business	26	38	17	25	19	28
Real estate	20	35	8	19	24	24
Never read any newspaper	12	8	14	8	10	9
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

Table B-25
REGULAR MAGAZINE READERSHIP

Percent of respondents who regularly read:	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Highly Diversified Percent
Automotive	9	7	6	2	2	15
Black	7	2	5	10	4	27
Business/Finance	10	11	2	12	7	17
Fashion	9	–	1	11	17	13
General	53	49	44	51	67	56
Home service/home	28	20	25	44	47	39
Mechanics	11	14	4	4	6	18
Men's	24	25	10	11	18	33
News	26	18	13	19	23	29
Outdoor	15	29	2	6	8	27
Romance	9	2	8	13	13	17
Select	30	22	16	20	25	36
Sports	20	18	3	15	11	28
Women's service	42	20	40	61	77	55
Miscellaneous	5	2	3	2	3	8
Grand net regular magazine readers	80	79	56	83	90	90
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

Table B-26

USUAL SOURCES OF TV PROGRAM INFORMATION

Percent of respondents who usually consult:	Total Percent	Money and Nature's Products Percent	Elderly Concerns Percent	Home and Community Centered Percent	Family Integrated Activities Percent	Highly Diversified Percent
TV Guide	40	25	38	41	38	52
Sunday newspaper TV bulletin or magazine	26	31	22	26	36	22
Daily newspaper TV listing	20	23	18	24	16	23
Daily program listing shown on TV channel	6	4	8	4	4	7
Other	12	18	17	8	8	5
Never watch TV	1	2	2	1	1	•
Approximate n =	(2,476)	(162)	(185)	(199)	(189)	(226)

• Less than .5 percent.